the American Perfumer and ESSENTIAL OIL REVIEW

NOVEMBER, 1954

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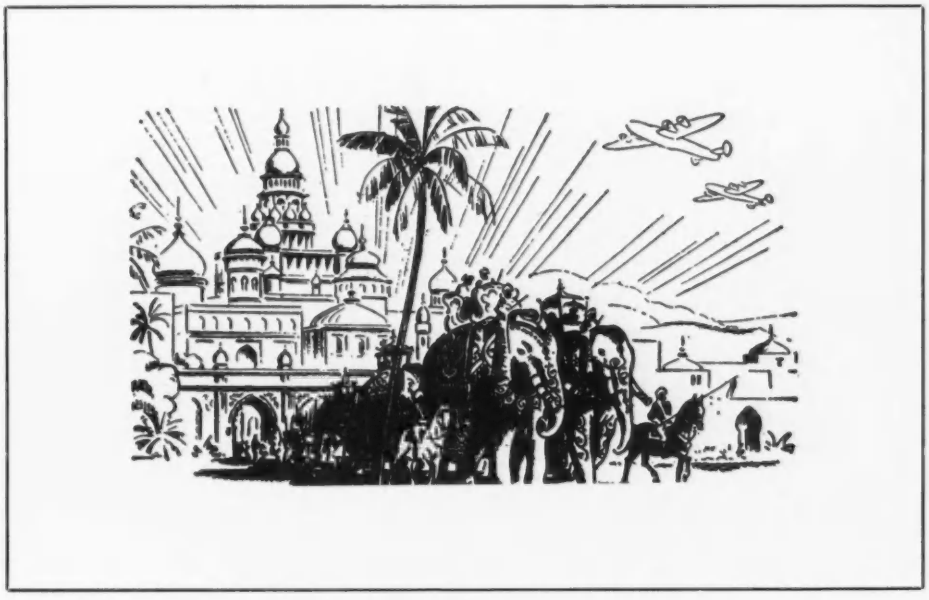

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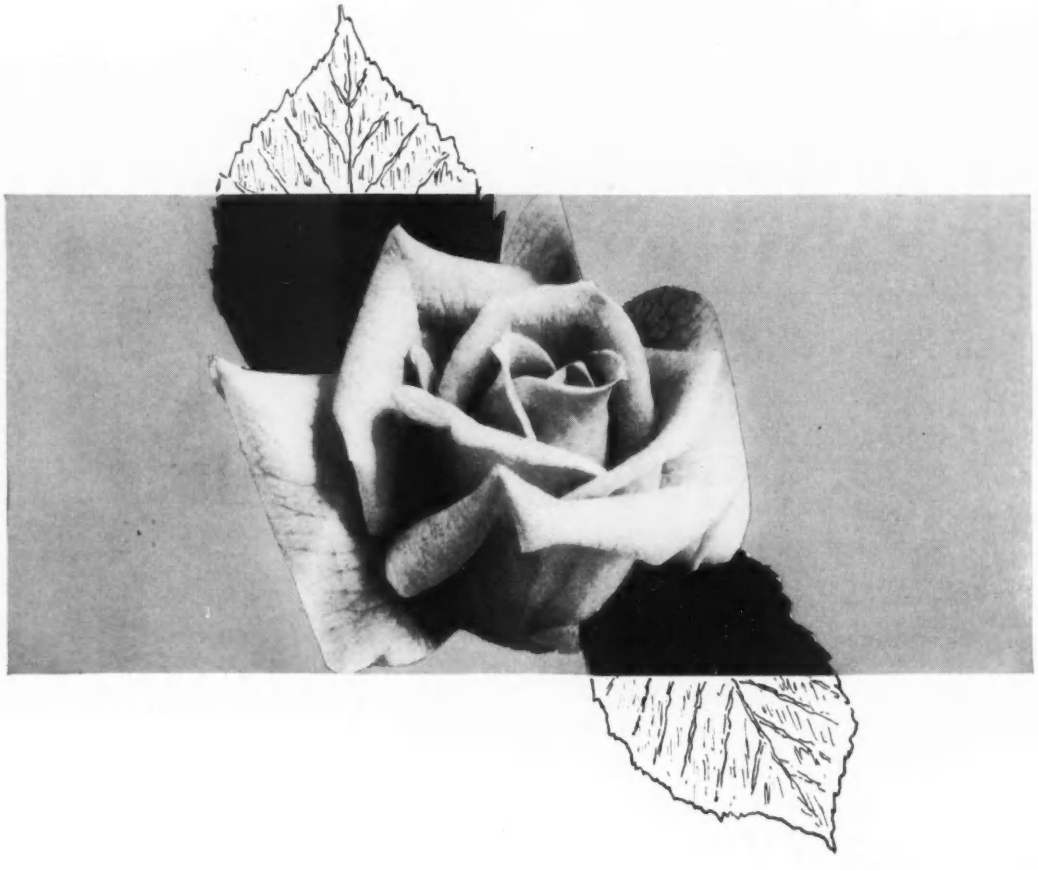

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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

Established 1906

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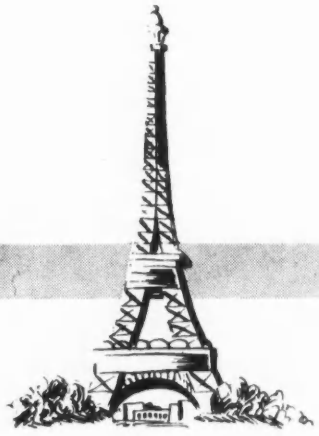

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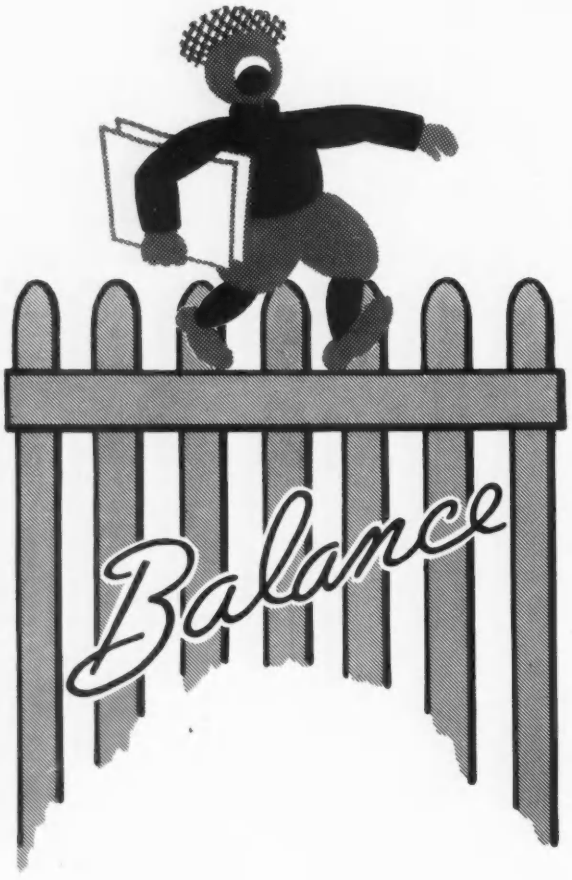

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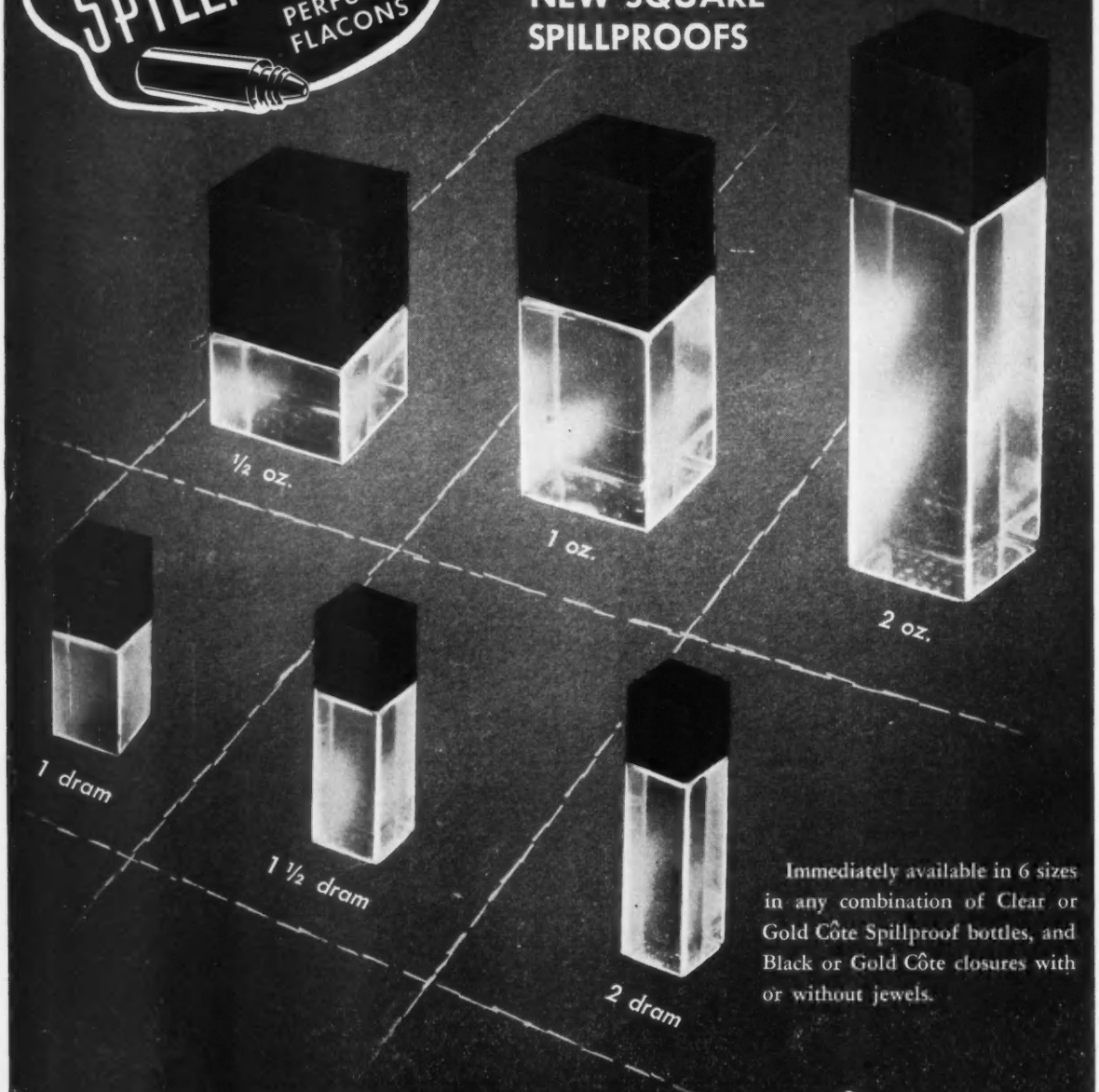

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TOP NOTES

FLOWER of the Month

November — Chrysanthemum

December — Narcissus
or Holly

MAYBE YOU KNOW HIM . . .

WITHIN his short span of 31 years, RALPH ARSENAULT, now representing Fritzsche Brothers' Canadian affiliate in the Provinces of Quebec and eastern Ontario, has packed a world of experience. Born in 1923 in the busy industrial town of New Carlisle on the Gaspé Peninsula, Ralph left there in the early 40's to begin a liberal arts training at Collège Jean de Brébeuf in Montreal, followed by study in chemistry at McGill University and general science at Sir George William's College. Completion of his college career was not without toil and hardship. Spare time work as a waiter, a furnace stoker and a pulp mill worker helped to finance it; war service in the Canadian Army, then the Navy and finally the Merchant Marine, helped to delay it. But perseverence won out and in 1948 he made three momentous gains: he acquired a B.S. degree, a job selling chemicals and a beautiful bride, product of his beloved Gaspé. Four years later he joined Fritzsche Brothers of Canada, Ltd. In spite of heavy competition and his newness to the territory, Ralph has found that consistent effort and willingness to work with customers, oftentimes in their own plants or laboratories, and the offering of dependable products,—these really do pay off! Thus, with a promising business future, a happy marriage and three fine children—Joanne, Susan and Michael—to bless it, plus a few healthful hobbies like woodworking, hunting, fishing and golf, it sounds as though Ralph Arsenault has found the right formula for long term happiness.

MANY AND VARIED are the problems handled each day in our laboratories for perfume, cosmetic and toilet goods manufacturers throughout the nation. Multiplying this work of our laboratories by their weeks and years of daily application, we find ourselves possessors of a rich and abundant store of knowledge covering every conceivable phase of perfuming. What this means to a customer is obvious. Briefly, it means that this great reservoir of experience is ready to draw upon at all times and that we are most favorably situated to render prompt and informed service to the customer, whatever or however perplexing his perfume problem may be.

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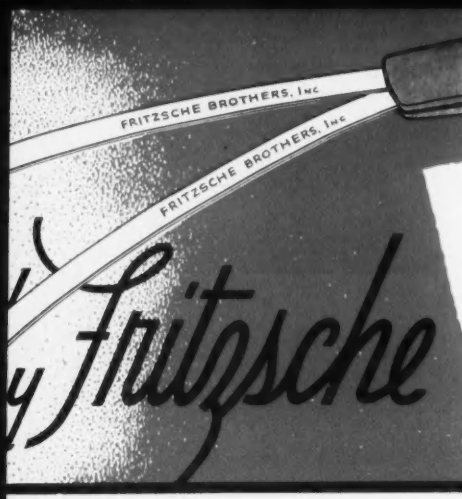

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A THOUGHT for the Month

"Tolerance is the positive and cordial effort to understand another's beliefs, practices and habits, without necessarily sharing or accepting them."

—JOSHUA L. LEIBMAN

Good Scents

FOR PERFUMERS

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One of our most gratifying experiences is to observe, from our own records of their purchases, how some of our best accounts have grown from very modest beginnings. And what is most satisfying to us is the realization that our laboratories, materials and technical aid at the time they most needed helpful assistance and proper materials, might well have played a significant part in their solid growth. It is also encouraging to note that, today, firms large and small are relying more and more upon the accepted competence of our large and experienced staff to assist them, right from scratch, in the solution of their finest perfuming or most difficult odorizing problems. If your firm has not sought our assistance, why not consult with us the next time you have a challenging fragrance problem to contend with.

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Many are the influences that affect the American way of life and, today, not the least of these is that which comes to us from our friends and neighbors of Latin and South America. Here, in fragrances, are interpretations of some of the moods and manners that typify Latin-Americana, perfume notes that may inspire new creations in the field of extracts, toilet waters and colognes. For trial quantities of these intriguing numbers, use the coupon below.

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An attractive, spicy floral bouquet modified with oriental notes, this exquisite fragrance suggests a tonal beauty like the rich low-register cords of a violin.

TESORITA — $15.00 lb.
Little treasure, indeed, is this sparkling fragrance . . . fresh, floral, strong and lasting . . . a perfume to delight the heart of any gay American senorita.

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you give him is unpleasant
tears . . . There is really no
because flavor science has solv
that tend to cause unpalatabilit
patible and appropriate. Havin
to help the pharmaceutical ma
dence that we invite your consu

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ON'T MAKE ME TAKE

nmy! Remember that your little one is extra sensitive
pleasant the only way he can register his displea
eally no need to subject anyone, baby or grown-up, t
has solved the problem of masking virtually all of the
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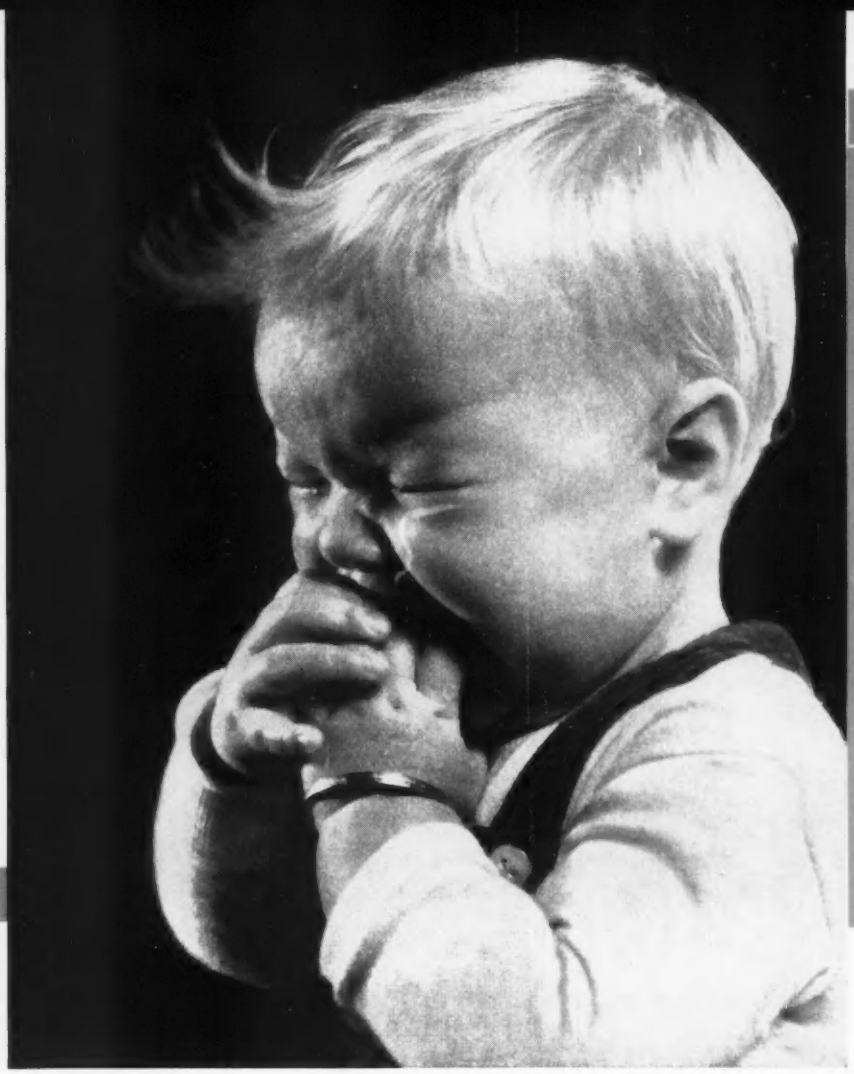

DON'T MAKE ME TAKE THAT AGAIN!

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Desiderata

BY MAISON G. DENAVARRE, F.A.I.C.

Antibiotics in Cosmetics

Wally Werble has run quite a story in his "pink sheet" on the use of antibiotics in cosmetics. Of course Wally is an industry news reporter—and a darn good one. So he isn't in position to evaluate the merits of the idea. He just reports the news, and antibiotics in cosmetics is news.

Tyrothricin is slated to be the antibiotic of cosmetic choice, according to him. Also mentioned are Polymixin, Neomycin, Bacitracin and Terramycin. All this is fine but—

One of the known facts about antibiotics is their ability to sensitize people (and skin). Once sensitized, the persons involved will be unable to use the drug when they really need it for some tough skin disorder.

Furthermore, it is pretty will established that exposure to the antibiotics produces strains in bacteria that are resistant to the antibiotic.

Another development encountered is the increase in Monilia diseases as a by-product of the use of antibiotics.

This writer has felt all along that antibiotics are being used too freely, resulting in one's being left full of resistance to heroic treatment when it is needed. Too often hospital microbiologists have run into this problem with newly admitted patients. This being the case, the daily usage of cosmetics containing antibiotics certainly seems contraindicated. (With apologies to both Wally Werble and Franc Chilson. Franc is not the first one to use an antibiotic as an underarm deodorant.)

Finally, there is the problem of stability of antibiotics in cosmetic media. This is no easy problem, but it can be circumvented. And, of course, the matter of F.D.A. batch certification is another thing.

All in all, it looks like there is a lot of ground work to be done before any responsible company goes into antibiotics in creams, lotions, etc.

Silicon Suntan

A supplier of silicones suggests the following as a water repellent suntan lotion.

dipropylene glycol salicylate	5 parts
silicone (alcohol soluble)	5 parts
alcohol and perfume q.s.	100 parts

Now that the alcohol soluble type has dropped a little in price, it is possible to think about using it in more places. Thus baby powders, burn ointments, chap preventives, hair straighteners (pressing oils), perfume diffusion retarders, heat resistant creams and others come to mind.

Notes

D&O's monthly house organ says your horoscope for October 23-November 21 labels you as a Scorpio who likes "sharp fruity perfumes with a decisive green note." . . . Hurst, *et al.*, find that bacteria may penetrate tooth enamel directly, thus causing tooth decay . . . Wheaton have another mold shape for plastic coated glass aerosols . . . Is quince seed losing out to synthetic gums? . . . One of the best books I have seen in a long time is Stephen Rothman's PHYSIOLOGY AND BIO-CHEMISTRY OF THE SKIN published by The University of Chicago Press of that city. The price of $19 for a 741 page book is a little high perhaps but it is worth it . . . The Society of Cosmetic Chemists Seminar was an oversubscribed success, proving the need for it . . . Andersen's U. S. Patent 2,492,085 covering the use of aluminum chlorohydroxide complex in antiperspirants has been declared invalid in U. S. District Court Eastern Division by Judge Hoffman . . . Congrats to Freddy Wells on the fine article on Daphne perfumes in the October issue of our British contemporary, SOAP, PERFUMERY AND COSMETICS.—Fred has a good nose besides being a real perfume artist . . . Two of Dr. Kelvin's patients in Glasgow, after being treated for a circulatory ailment, found they had grown fine heads of hair—the drug used is *Roniacol* . . . They say, if you aren't using PVP in your product, you are missing a big sales help . . . Deionized water is now official in the U.S.P. . . .

Questions & Answers

1100: Rhodamine

Q. I have been a reader of THE AMERICAN PERFUMER and your "Desiderata" for about seven years and have developed a new product that is now three years old through the information in your editorials for which I thank you. Now I need some information on Rhodamine. I have a formula that calls for 5% of it in an emulsifide base, however, the color is a deep "pink." Does Rhodamine come in colors, such as browns, blacks and so forth?

J.P.K., Ohio

A. Rhodamine is a specific color. It is a bluish-red, the depth of which will vary with the concentration. For cosmetic use there are no other certified soluble Rhodamines.

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Questions & Answers

(Continued)

1101: Suppository Formulation

Q. We are very interested in obtaining a formula for a water-soluble, rectal suppository which could be used for the relief of hemorrhoids. We would be very grateful for any information you could give us. *P. S., Ill.*

A. Outside of a glycero-gelatin or a solidified glycerin with sodium stearate, the only water soluble suppository bases with which we are acquainted are the polyethyleneglycols of high molecular weight and related compounds. There are a number of patents on these water soluble compounds so you had better investigate this situation well before proceeding. Both glycero-gelatin and your sodium stearate solidified glycerin, however, are not covered by patents to our knowledge.

1102: Polyethylene Glycols

Q. In the April issue of THE AMERICAN PERFUMER in "Desiderata," polyethylene gycols were mentioned as being used in hair dressings. Would you kindly tell me what these are and the name of the company? There came to my attention recently some soluble lanolins. Do you think that the glycols are superior in any way over these modified lanolins? *J.C.B., N. Y.*

A. The polyethylene glycols are supplied under the trade name Ucon Lubricants. These are available from the Carbide and Carbon Chemicals Corp. When requesting samples, please specify the type desired. As regards the soluble lanolin that you mentioned and their superiority to the polyethylene glycols or vice versa, we think it is largely a matter of what you expect from either product. Each does a little what the other will do, yet each also has advantages over the other.

1103: Gum Preservative

Q. I am very much interested in obtaining a formula for an instant cold wave neutralizer that may be either packaged in a tube or bottle. I read an article of yours (August, 1951) discussing with Dr. Emil Klarmann about a preservative for Karaya Gum called sodium para-chloro-meta-methyl phenate. Please notify where I may purchase same for experimental purposes. *L.M.K., Penn.*

A. The gum preservative discussed with Dr. Klarmann is obtained from Lehn and Fink Product Corp., 445 Park Ave., New York, N. Y. Cold wave neutralizers take the form of solutions of bromates containing emulsified oil. Dry powders consist of sodium perborate, monohydrate or sodium or potassium bromate. Suppliers of opacifiers for your cold wave neutralizing solution go under separate cover.

1104: Lipstick Stain Wax

Q. In 1952 or 1953 I noticed an article in the "Desiderata" column which I clipped and filed away for future reference. The article lead is entitled "Lipstick Stain Wax." You stated that "a British company is offering a new wax-like material that is reported to have solvent properties." You submitted the following manufacturer's formula:

Wax Solvent	20%	Carnauba Wax	4.2%
Lanolin	10%	Oleyl Alcohol	7%
Cocoa Butter	5.5%	Heavy Mineral	
Beeswax	4%	Oil	29.3%
Ozokerite	18%	Bromo Acid	2%

I strongly suspect that this is a Lanette-type of wax. Kindly reply soon because after two years the suspense is quite getting out of hand. *S.C., Calif.*

A. The wax mentioned in "Desiderata" was not a Lanette-type wax. We do not know what it is but suspect it to be an amide of some kind, based on the British supplier's information.

1105: Soap Shampoo Sheen

Q. I am badly in need of a sheen and an agent to kill the smell of ammonia in shampoo. *C. N., Cal.*

A. We are not quite certain about what you need from the way you state your questions. It is impossible to kill the odor of ammonia. However, lavender fragrances tend to blend with it. A sheen in soap shampoo is usually produced by ammonium or potassium stearates. In a synthetic detergent type liquid shampoo, a sheen is produced by a magnesium stearate.

1106: Books on Cosmetics

Q. We enjoy the feature "Desiderata" very much and were wondering whether we could have the benefit of your opinion. Would you please recommend the names of one or two good books on cosmetic formulations which could be used as aids in pharmaceutical product development work? *C. P., Michigan*

A. There are a couple of books by Ralph Harry on cosmetics and one by Thomssen entitled, Modern Cosmetics, *both of which you can obtain directly from* The American Perfumer; *they are the best currently available.*

1107: Eyeglass Cleaner

Q. Can you tell me how to make a stick eyeglass cleaner, the ingredients and how it is made. I have one called Star Dust. It also prevents steaming of the lens. Please advise at once where I can get the information. *T. A., Penn.*

A. Eyeglass cleaner is essentially a dilute soap solution with or without alcohol or polyol. The trace of remaining soap on the glass tends to prevent fogging. But to get the yellowish-green tint from fluorescein, the solution must be alkaline.

1108: Rolling Lotion Formula

Q. We would appreciate a satisfactory formula for a "Rolling Lotion." We have a cream but wish to add a lotion. We have tried casein and cholesterol but have not been successful in using these as curdling agents. Can you supply us with a formula that will work? *S.H.C., Tex.*

A. We can give you the following formula for a "Rolling Lotion" which contains no casein.

A	(Paraffin	22.5%
	(Stearic Acid	1.5%
	(Sorbitan monopalmitate	1.4%
	(Polyoxyethylene sorbitan monopalmitate	1.5%
B	(Water	73.1%
	(Preservative	q.s.
C	Perfume	q.s.

PREPARATION: *Melt (A) and bring to 70°C. Bring (B) to 75°C., adding to (A) a little at a time with moderate agitation. After all the water is added, stir until cold. Perfume.* NOTE: *The first additions of water should be in extremely small portions with thorough agitation until the mixture breaks into an emulsified form. This is important to get good stability. This is a very tricky formula, and we caution you to follow directions explicitly.*

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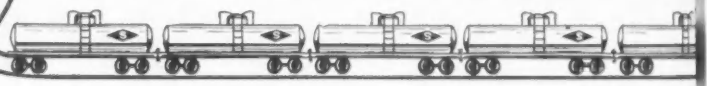

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STEPANOL M 1, M 2	28.0-30.0	1.5-3.5	1.0-2.5	0.5-1.5	62.5-69.0	7.0-8.5

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Hormone Cosmetics

Dr. Emil G. Klarmann

Dr. Samuel Peck

If used in manner recommended cosmetic hormone creams are free from systemic effects . . . No evidence of precancerous or cancerous changes in the skin from use of hormone cosmetics . . . Anti-wrinkling effect

SAMUEL PECK, B.S., M.D. and EMIL G. KLARMANN, D.Sc.:*

THE use of hormones for cosmetic purposes was initiated by a chance observation in one of the large pharmaceutical plants. Women filling ampoules with oestrogens for intramuscular injections who had frequent contact with the oil-suspended hormones noted that a change in the appearance of the skin on the dorsum of their hands gradually occurred after months of such contact. It seemed that the signs of ageing, such as wrinkling, tended to disappear, and the backs of the hands, especially in older women, assumed a more youthful appearance. After extensive clinical experimentation (with the hormone-free oil as a control) it was concluded by the observers that the anti-wrinkling effects on the skin must have been due primarily to the hormones. These observations took place about eighteen years ago. Since that time careful scientific studies have given us a firm experimental basis for the clinical changes which were noted after application of hormone-containing preparations to the skin.

Choice of Oestrogen

For many years oestrogens, both synthetic and natural, have been used extensively as topical medication: e.g., in the treatment of kraurosis vulvae and senile pruritus. In recent years there has been a trend to use high potency oestrogen-containing preparations for the treatment of acne vulgaris. The hormone content of these preparations has at times been quite high. For cosmetic purposes, however, only 7,500 to 10,000 I.U. per ounce (31 g.) of vehicle is used. This is far below the dosage used therapeutically.

The discussion in this article will be limited to the use of oestrogens with an upper limit of 10,000 I.U. per ounce (31 g.) of vehicle. These preparations are to be used in definite amounts over a given period of time. It is obvious that no serious discussion of the effects of such hormone preparations, whether good or bad, can be presented unless it is thoroughly understood at the outset that, even with the wide margin of safety in the cosmetic hormone preparations as sold by reliable manufacturers, the amounts to be applied should not be greater than those recommended in the directions given.

The natural oestrogens comprise oestrone, oestradiol, oestriol, equiline and equilenine. They can be used as pure substances or as conjugated oestrogens. There are natural conjugates such as oestrone sulphate or artificial conjugates such as oestradiol benzoate. There is an increasing number of completely synthetic oestrogens which are not steroids. The best known of this class is stilboestrol. Whilst claims have been made that there

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are differences in the relative degree in which special effects are produced by certain of these compounds, this has never been proved. The different oestrogens demonstrate marked differences in their relative effectiveness, according to their routes of administration. In our experience the natural oestrogens seem to be more effective topically than the synthetic hormones, although the difference does not appear to be significant.

Absence of Systemic Effects

It is agreed by most authorities that the amount of hormone which could possibly be absorbed from a cosmetic hormone cream or lotion with 10,000 I.U. per ounce (31 g.), is far below any level which could possibly have any effect on tumor production.

In the seventeen years or so that cosmetic preparations containing oestrogenic hormones have been on the market, probably millions of women of various ages have used them. A great deal of experimental and clinical information has been reported from observations based on the use of such preparations. The natural oestrogen is usually employed. The chief source of this material is the urine of gravid mares.

The instructions for the use of the cosmetic hormone creams or lotions state that a two-ounce jar should be used over a period of a month. Thus, there is a total content of 20,000 I.U. with individual daily applications of approximately 666 I.U. The hormone potency of these applications is well below the threshold value for any systemic action even if one assumed that absorption from the vehicle base would be 100 per cent. Actually, under normal conditions of usage, absorption does not exceed 20 per cent. Studies by Eidelsberg (1947) have shown that only 20 per cent of the oestrogenic material was absorbed after an inunction from a cosmetic cream containing 7,500 I.U. per ounce (31 g.) in a base containing lanolin, petrolatum, cholesterol, mineral oil, lecithin and distilled water. Careful studies by the same observer have been carried out on the effect of the cream on the oestrogen content of the urine and the histological picture of vaginal smears.

> In 14 women, aged 18 to 56 years, ¼ ounce (4.5 g.) of the cream, containing approximately 535 I.U. was rubbed into the skin of the face each evening for three to four months. The oestrogen output in the urine was not significantly different during the period of the use of the oestrogen inunction. The vaginal smear findings also showed no significant changes as a result of the treatment.

Eidelsberg concluded that in the amounts used, and by the method applied, the oestrogenic hormones did not produce any systemic effect.

Eller and Eller (1949), using oestrogenic hormone ointments containing 7,500 to 15,000 I.U. per ounce (31 g.), carried out extensive investigations. They reported insignificant reactions in the appearance of vaginal smears of their subjects, and concluded that under the conditions of their experiments the oestrogenic effects obtained were on the cutaneous epithelium directly rather than through a systemic route. Davis (1947) maintained that a cosmetic hormone cream containing 7,500 to 10,000 I.U. per ounce (31 g.) of vehicle is not likely to exert systemic action. The amount of oestrogen absorbed by the skin is far below the level required to produce such an effect. In as yet unpublished studies which we are carrying out with a hormone-containing preparation for use in acne vulgaris we are using levels of 10,000 to 50,000 I.U. of oestrogen per ounce (31 g.) of vehicle. To date we have been unable to demonstrate systemic absorption, even from the upper limit of the oestrogen content.

The percutaneous application of hormones has been extensively investigated. The lipoid-soluble oestrogens have been shown to be capable of exerting systemic effects when applied to the skin in sufficiently large doses. Incidentally, the rate of absorption is much faster by injection than by the percutaneous route. If the percutaneous application of the hormone could be shown to have a local rather than a systemic effect there would be a rational basis for its use in a cosmetic preparation.[1]

> Just such a basis has been provided by the experiments of Jadassohn and his group (1938), based upon the quantitative enlargement of the nipple of the guinea-pig with local application of oestrone. If small enough doses were used, only the treated nipple responded with unilateral swelling and hyperpigmentation. Much larger doses caused similar changes in the untreated nipple, as the result of systemic effects. In women, Eller and Eller (1949) noted changes only at the site where the hormone creams were used and not in control areas.

It is logical to assume therefore that, if the hormone dose is below the theoretical value for systemic action, any effect resulting from topical application will be purely local. For this reason a properly formulated cosmetic hormone cream should have an oestrogen content of the order of magnitude which fulfills such a requirement. It is our opinion that the content of oestrogens to be used in hormone creams and lotions should not be more than 10,000 I.U. per ounce (31 g.) of vehicle.

On very rare occasions some reference is encountered to the systemic action of hormone cosmetics. On careful examination of such references, however, it is found invariably that there are factors which obscure the issue, usually because of improper usage of the product involved. One such recent reference is that of Goldberg and Harris (1952), who describe the case of a woman who is said to have developed endometrial hyperplasia following the use of some hormone cosmetics. The significant fact is that the quantity used was several times in excess of that recommended on the label. There was also a previous history of oestrogen therapy for menopausal symptoms, which probably contributed to obscuring the actual role that topical application of the hormone cream may have played in this case. At any rate, no other similar instance has come to our attention in the past several years, in spite of the tremendous use of hormone cosmetics during this period.

Sulzberger (1952) crystallized the present viewpoint of many scientists concerning hormone creams at the

[1] This paper has appeared in the meantime. It is "Treatment of Acne Vulgaris with Estrons" by S. M. Peck, E. G. Klarmann and H. J. Spoor, A.M.A. Arch. Dermatol. Syphilol. 70: (4) 452, 1954.

hearings before the House Select Committee of the United States Congress, as follows:—

> DR. HEDRICK: 'What is your opinion of the use of estrogenic hormones in face creams? Do you think it is safe?'
>
> DR. SULZBERGER: 'I have a very definite opinion about that, Dr. Hedrick. I think today that in the concentration in which they are put into face cream the record to date shows they have been entirely safe. I had a different opinion six, eight or ten years ago. I thought that they were very risky. I thought that on the one hand they had possibilities of damaging the skin and that on the other hand there was no evidence that they could achieve any possible benefit so far as appearance was concerned; and I had to change my mind in both directions. It is possible, I believe, to put in a quantity of estrogenic hormones in face creams which cause some plumping out of the skin on repeated applications and it is still possible to have the concentrations so low that the risks of damage are almost negligible.'
>
> DR. HEDRICK: 'You mean to say it might relieve some of the wrinkles that people have in their face?'
>
> DR. SULZBERGER: 'It causes a mild degree of diffuse swelling.'
>
> DR. HEDRICK: 'Kind of an edema?'
>
> DR. SULZBERGER: 'It is called edema, yes. Plumping ot the tissues by retaining more water. It actually isn't free fluid.'
>
> DR. HEDRICK: 'Do you believe there is a possibility they may cause precanceroses?'
>
> DR. SULZBERGER: 'Not any longer,'
>
> 'I sat recently on a special committee under Dr. Goodfriend and Dr. Corwin of the New York Academy of Medicine to discuss this problem. I was the dermatologist, Dr. Goodfriend was the gynecologist, and the endocrinologist was Dr. Shorr, and there were on the committee several pharmacologists and other experts. We reviewed the evidence very carefully and . . . came to the conclusion that there was not any evidence today available of any formation of cancer or precancerosis or any damage from the estrogens as applied in a cosmetic cream. And, all the available evidence was in the opposite direction, that they did no harm and no systemic damage of any kind. Even on theoretical grounds the dosage of hormones was so small in these estrogenic creams a person would have had to apply five packages a day, ten ounces a day, in order to get enough absorption to cause any systemic effect.'

Physiological and Histological Effects

Curth (1944) conducted an experiment on women, aged 26 to 65 years, with a cosmetic hormone cream containing 7,500 I.U. per ounce (31 g.).

> For a period of four weeks the hormone cream was applied to one thigh and the cream without the hormone was applied to the other thigh. This was done every day, preceded by cleansing with soap and water. At the end of the four-week period biopsies were performed on each of the areas treated. The most consistent finding was the succulence of the epidermal cells in the biopsies of the skin treated with the active cream.

Traub (1946) also reported definite clinical results from the use of a hormone cream of the same formulation as that employed by Curth.

> Traub and his co-workers carried out a very careful clinical study using the cream base as a control on the opposite side of the face of each subject when the hormone cream was used. Twenty-five women between the ages of 35 and 55 were selected for the experiment. Observations were carried out for a period of more than six months. They concluded that there was a definite improvement in the hormone-treated area in most of the cases. No untoward effects whatever were observed on the skin. They also carried out comparative histological studies using the original sections of skin, one from each hand, removed from the subjects before the onset of the experiment and those from the same subjects at its conclusion. The dermatological interpretation of these findings may be summarized as follows:—
>
> (1) The original sections conformed to the histological picture of the back of women's hands ranging between the ages of 35 and 55.
>
> (2) The final sections, both from the hormone-treated side and the control side, showed that the use of the cream did not affect the epidermis.
>
> (3) It was possible from the histological sections to differentiate between the active and control sides.
>
> (4) The active side was recognized by observing various degrees of dilatation of the blood vessels and increase in simple cellular elements, a greater succulence of the derma as well as the betterment of elastic tissue. Gross examination indicated a tendency toward the diminution of senile pigment.
>
> It could be shown by comparatively simple experiments that the skin areas treated with the hormone cream developed a greater avidity for taking up fluids (physiological saline) than the control areas.

Goldzieher (1946a,b) reported on the topical application of hormones to senile skin. He used one preparation assayed at 10,000 I.U. to the ounce (31 g.) and another one containing stilboestrol, 1 mg. per ounce (31 g.).

> With biopsies taken from both the treated and untreated areas of the inner surface of the thighs and forearms he found striking changes following a daily application of the hormone-bearing ointments over a period of six weeks. There was evidence of a regeneration of the surface epithelium. There were also significant changes in the mesoderm: thus, the water content of the oestrogen-treated site was greater, the number and size of the capillaries seemed in-

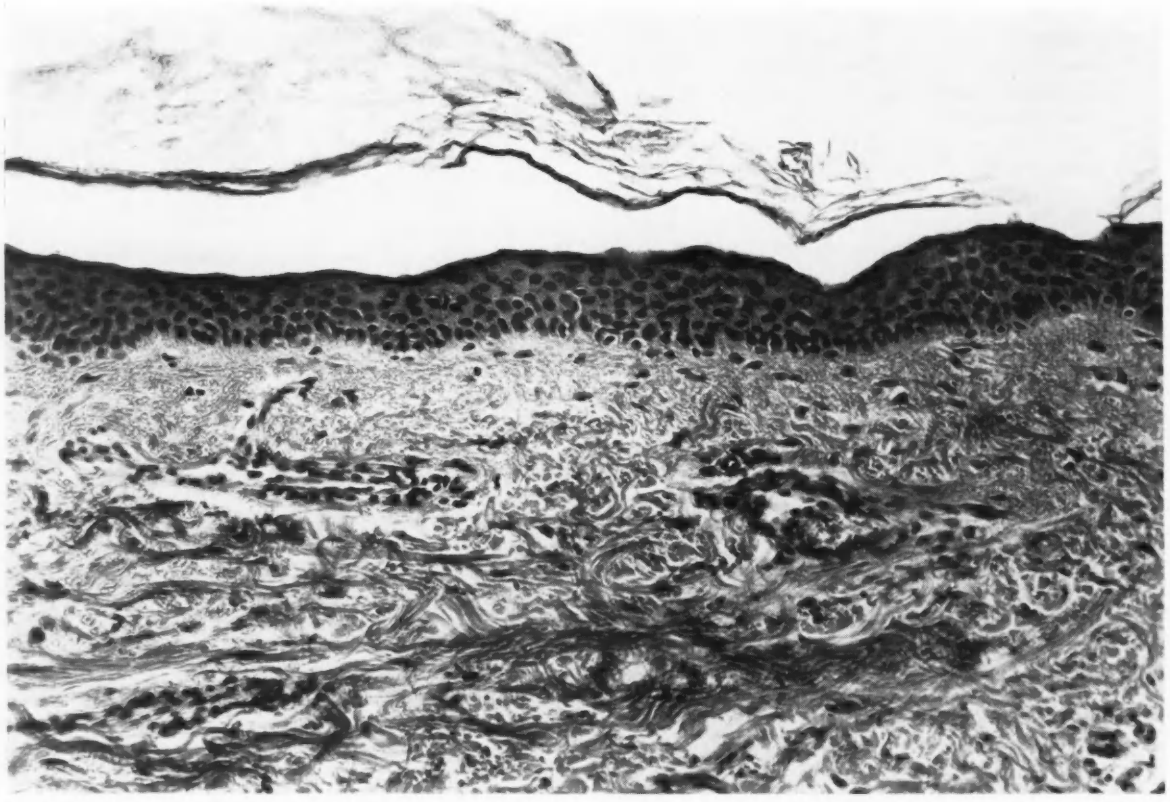

Fig. 1.—(a; top) Biopsy taken from the neck of a 42-year-old female at the start of the experiment. (b; below) Histological changes noted after daily use of a lotion containing 10,000 I.U. per ounce (31 g.) of vehicle for six weeks. It can be seen that the thickness of the epidermis was increased and the collagen fibres appeared definitely plumper.

creased, the bundles of collagenous fibres appeared less fragmented and the elastic fibrils were more numerous. No such changes were elicited with the hormone-free ointment base.

Eller and Eller (1949) also found that oestrogenic hormone ointments, 7,500 to 15,000 I.U. per ounce (31 g.), produced consistent proliferative effects upon the skin epithelium, the response varying with the age of the subject, the concentration of the oestrogen, the duration of the individual application and the total duration of the treatment. They found no epithelial response in the case of young women, 20 to 30 years of age, who were free of any symptoms of endocrine dysfunction and who exhibited a fully developed epidermis of normal thickness.

Definite histological changes were observed in all 19 post-menopausal subjects aged 51 to 79, whose control biopsies showed senile atrophy with thinning of the epithelium. These changes were: (a) the cytoplasm tended to increase in volume, (b) the nuclei increased in size and assumed a rounded, rather ovoid form, (c) the basal cell layer increased in waviness, indicating proliferative activity, (d) the epidermis gradually increased in thickness and the epidermal pegs reappeared, (e) the capillary blood supply became more prominent, (f) the supporting elastic fibrillar structures became more pronounced, (g) the elastic tissue and collagen (of the underlying corium) were affected only to a minimum degree. The changes in the epithelium reached a maximum at some time between 30 and 50 days; this maximum was obtained more promptly with the larger doses and with the more prolonged periods of contact with the oestrogenic material. They were maintained so long as the application was continued. Omission of treatment caused reversion to the original atrophic condition.

There was a latent period of ten to twenty days before the appearance of a demonstrable effect.

Some Personal Observations

We recently carried out observations on the use of a lotion containing hormones in approximately 125 subjects. Each fluid ounce (28.4 ml.) of the vehicle contained 10,000 I.U. The duration of the experiment was eight weeks, and most of the cases were observed for at least six weeks.

A definite histological effect (Fig. 1) was noted which explains the smoothing of the skin, i.e., the anti-wrinkling effect which is noted in so many instances after the use of oestrogenic hormones.

(1) The elastic tissue appeared increased in four out of five biopsies.

(2) While not conclusive, there was a tendency to an increase in the thickness of the epidermis.

(3) In two out of five cases the collagen fibers were definitely plumper and associated with a mild oedema.

The results of our experiments paralleled those of Eller and Eller in that we, too, noted that young individuals did not tend to show the effects shown by older individuals.

The following experiment illustrates the effects of the hormone creams on the water content of the collagen.

A modification of the McClure-Aldrich test was used to demonstrate imbibition of tissue fluids by collagen. Normal saline, 0.05 ml., without preservative was injected intradermally into the right cheek of four subjects just below the malar prominence. The end point was determined when there was no visible weal above the skin and no palpable weal evident. Intradermal injections were performed on the four subjects who had daily applied the cream containing oestrogen, 10,000 I.U. per ounce (31 g.); the test was carried out at the start of the experiment, and at the end of six and eight weeks, respectively.

It will be noted (Table 1) that the absorption time for the saline was definitely increased by the use of the hormone cream.

This can be interpreted to mean that the greater the water content of the collagen the less water it will take up and therefore the longer it will take for the weal to disappear. It may be added that in this instance, too, there were histological changes indicative of plumper, somewhat edematous collagen fibers.

	Absorption time (in minutes)		
Subject	Before treatment	After six week' treatment	After eight weeks' treatment
AB	45	75	70
MN	50	70	90
ET	35	70	75
JM	35	50	55

TABLE 1.—Rate of absorption of intradermal saline before and after local inunction of an oestrogen-containing cream.

Summary

(1) It is the consensus of opinion among experienced observers that cosmetic hormone creams with a maximum potency of 10,000 I.U. per ounce (31 g.) of vehicle, if used in the manner recommended by the informed manufacturer, are free from systemic effects. It is also established that to date there has been no evidence of precancerous or cancerous changes in the skin resulting from the use of these hormone cosmetics over a period of several years.

(2) There is definite support for the anti-wrinkling effect produced by the use of hormone cosmetics, based upon (a) the thickening of the epidermis, (b) plumping of the collagen fibers.

(3) The anti-wrinkling action of hormone creams is more noticeable in the older age-groups.

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Trade Associations' Place

IT is true that we here in the United States, as competitors, are not enemies, but are comrades who strive vigorously in healthy rivalry. You can't find that anywhere else in the world. The answer is the trade association.

The trade association is the channel through which American business has elected to operate. Through the interchange of know-how which it has made possible, the trade association is the medium through which mass production has been made possible. It is the only channel through which individual businesses may learn how to operate more efficiently, lowering cost, improving services, in order that the prime purpose of that business may be to create a greater demand for higher wants at a lower cost. This is the life-blood of a vigorous, dynamic, American system that involves individual interprise, and price competition in a free market.

Without the trade association there remains but one alternative in a competitive market, and that is for big business to swallow the smaller, for the smaller business, lacking a trade association as the vehicle for an exchange of knowledge, soon would find itself unable to compete with the larger.—*Reuel W. Elton.*

In the footprints on the sands of time some people leave only the marks of a heel.—*Phoenix Flame.*

Cosmetic Excise Tax Collections

COSMETIC excise tax collections in 1952 and 1953, and through May, 1954 are given in the following table:

	1954	*1953*	*1952*
January	$ 8,147,000	$13,123,480	$11,547,853
February	29,489,000	13,859,961	14,338,420
March	1,957,000	7,805,077	7,248,879
April	6,503,000	9,236.101	8,218,865
May	20,733,000	9,286,470	9,174,622
June	—1,662,000*	8,876,000	8,253,649
July	4,323,000	9,996,000	9,357,443
August	582,000	5,964,000	8,849,488
September		370,000	8,523,241
October		8,204,000	8,439,370
November		19,912,000	7,878,976
December		536,000	10,432,117

It may be noted that cosmetic tax collections beginning with September, 1953 appear to follow an irregular course. This is due to the change in the system for collecting these taxes on a quarterly instead of on a monthly basis.

*Negative amounts in monthly totals are due to revisions of amounts for earlier months.

Oil Chemists Change Analysis Recommendations

ONLY the sodium periodate method of glycerol analysis has been retained as an Official Method by the American Oil Chemists Society, which recently removed the long-standing acetin and the dichromate procedures for glycerol determination from its list of Official Methods.

The principal reason for this step by the A.O.C.S. was that the existence of three official procedures was confusing. The society's action is expected to speed adoption, for trading purposes, of the one method that its Glycerine Analysis Committee believes to be superior. This procedure—the Sodium Periodate Method—is the most specific and suitable for the determination of glycerol in undistilled crude glycerines—a vital part of commercial transactions.

Changes that this action will bring about in glycerine buying and selling are bound to be gradual. Common practice today is for the acetin method to be specified in glycerine purchase contracts. This goes back to 1911 when a committee of representatives from the United States, England and several other European countries adopted the acetin method as a standard.

With the leading technical body in the oil field putting its stamp of approval on another analytical procedure, an increasing number of contracts will call for determination of glycerol content by the more accurate periodate method.

A description of the new method, A.O.C.S. Official Method Ea 6-51, Glycerol, Sodium Periodate Oxidation Method, can be obtained from the Glycerine Producers' Assn., 295 Madison Ave., New York 17, N. Y.

What Research Can Do for Your Company

1. Develop new products.
2. Discover new materials.
3. Improve existing products.
4. Adapt products for new markets.
5. Simplify manufacturing processes.
6. Develop labor-saving machinery.
7. Simplify quality control.
8. Find substitutes for expensive or critical materials.
9. Create values from wastes.
10. Evaluate diversification or expansion plans.—*Chemical Digest.*

Maybe the reason why worry kills more people than work is that more people worry than work.—*Houghton Line.*

It's a miracle if a man who asks to see you for five minutes leaves in fifteen.—*William Feather.*

The human element is one factor that can never be standardized.—*William Feather.*

How toiletries manufacturers can cash in on conditioned public response to established institutions and widely promoted events

A Free Ride

for Your Product

LEENDERT DRUKKER

A typical example of a product coupled to Christmas solely through packaging: Elizabeth Arden's Blue Flower Mist bottle nestles inside a styrofoam Santa Claus.

HOW can a manufacturer ride his package on a multi-million dollar promotion, free of charge?

There are certain areas of operation where any manufacturer, small as well as large, can help himself to a nice slice of gratis publicity. This is of particular importance today: it is up to the manufacturer to contact the consumer since the retail salesgirl has been relegated to wrapping the packages. For let us face it: the manufacturer is now behind the retail counter. It is he who has to bait the attention of the customer, it is left to him to suggest related items and, finally, it is he who has to click the sale.

Now, more than ever, it is important for the manufacturer to be peculiarly aware of certain areas of *conditioned public response*. For the manufacturer can link his product to any of a number of established institutions, providing it a ride on a carload of free publicity. The most obvious examples, and where consequently the competition is heaviest, are Christmas, Easter, St. Valentine's, Mother's and Father's Days.

Either the product or its packaging may be coupled to the occasion. If the product is specifically made for the holiday, the manufacturer may be left with unsold stock. By limiting the gift idea to the wrappings, it can

A conventional cologne stick is linked to specific ceremonies through the use of appropriate styrofoam tops. These Dorothy Gray items tie in with weddings (left) and graduations (right), both popular gift occasions. Figures depict bride, groom, bridesmaids, boy and girl graduates with cap and gown.

Cosmetics and fashions may be linked through identical designs on container and fabric. Publicity photograph below clearly demonstrates relationship. Both are products of Botany Mills. Left to right: vice-president William Graessle; Jinx Falkenburg, TV actress; and John Koczwara, general manager of the cosmetics division.

be instantly converted into a year-round package. Moreover, it will gain identification as the product can be easily recognized by the consumer.

Within these limitations some very dramatic presentations are possible. A bottle of cologne may be dressed up as Santa Claus, or as a chicken; or the entire package may be made to hang from a tree. Elizabeth Arden has packaged some of its best perfumes in an Easter egg, season after season.

Other Profit-Making Institutions

Another institution which represents potentialities—this time, year-round—is the birthday gift. One manufacturer in particular, Helene Pessl, with its Little Lady Deb line of children's toiletries, has keyed its packages to this custom, and tops its promotions by arranging birthday parties for children in department stores.

Nor are weddings and graduations to be scorned. Dorothy Gray, for example, produces cologne sticks with tops to simulate the bride, groom, and bridesmaid, or girl and boy graduates, complete with cap and gown.

Hobbies and Professions

There are other specialized ways to "hitchhike" a product. The vehicle may be a profession or a hobby. The John Hudson Moore Co. markets shaving soap in mugs with old-fashioned pictures of an autoist, broker, dentist, doctor, farmer, lawyer, merchant, musician, pharmacist, policeman, rancher, bartender, fireman, etc. Nor does this firm overlook such a catch-all, yet emotion-loaded relationship as father.

Similarly, a manufacturer can cut himself a fat slice of the market by coupling his product to such bustling hobbies and pastimes as photography, fishing and golfing. Or, for women, a humorous approach to hat-hunting, cooking or typing is likely to pay.

Product and Use

By specifically linking a product to a use, taboos may often be broken. For example, deodorants still meet considerable resistance among males. By providing the package, let us say, a baseball motif, the manufacturer (1) supplies the product the masculine appeal it so sorely needs; (2) suggests dramatically a specific use for the product, a use which is common and appeals to an impressive segment of the public; and (3) contributes to the deodorant habit by linking it with a pastime actively pursued by teen-agers; moreover, he places himself ahead of his competition by thus establishing himself with the young.

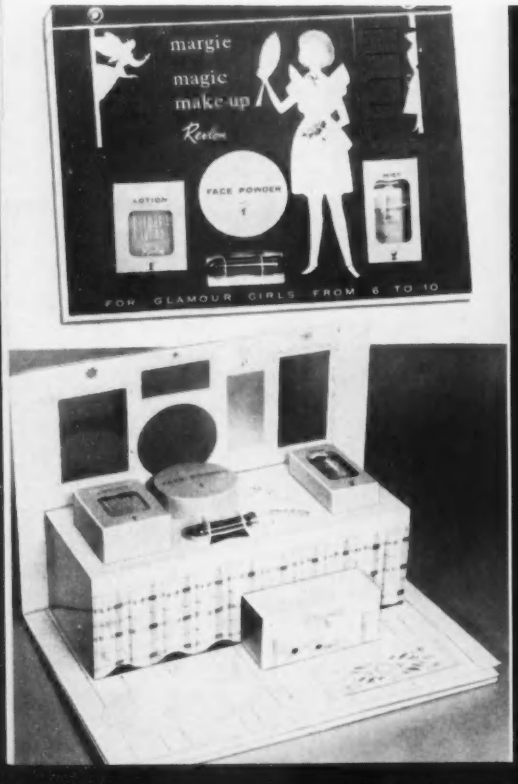
Season and Weather

Another way to secure a product a free ride is to tie in to the season or weather. Here, especially, the manufacturer is likely to encounter heavy competition.

A product may be linked to the season in any of three ways: (1) nature or use of the product; (2) its appearance; (3) its packaging.

Strongest basis for a tie-in will be found in category (1), nature or use of the product. Unfortunately, the market is already flooded with suntan lotions and foot treatments in the summer, anti-chap treatments and creams in the winter. Competition is heavy; the product better be good, original, or backed by plenty of ad-

Revlon's package for children, complete with cosmetics, achieves three-fold effect: (1) it clearly reveals contents; (2) container serves a second use, as it folds open to form a dressing table, with the items neatly in place; (3) it installs make-up habits in the very young. Here is a striking example of a line of regular cosmetics for "grown-ups"—Revlon's Aquamarine Lotion, Mist, face powder and lipstick—which are given an entirely different use, namely as toys, solely through packaging.



An appropriate combination package of three related items: Maurella Products Co.'s toothbrush and toothpaste are held together in a plastic glass, sealed in an acetate cover.

Below, a year-round product is linked to a popular gift occasion through the use of packaging with a most appropriate second use. Northam Warren's Cutex jeweled Stay Fast lipstick is attached to a Christmas card, complete with ready-to-mail container: a greeting and gift all in one.

Gourielli's shave soap in a horseshoe formed ash-tray (a) ties in with a popular sport; (b) capitalizes on a popular "good luck" connotation, strengthening its value as a gift; (c) employs a container with a second use.

Above, a package which appeals specifically to children through the form of the product, rather than by means of a container which also serves as a toy. Roycemore Toiletries' Choo Choo package holds four soap cakes in the shape of train wagons.

vertising. Otherwise the manufacturer again is likely to be left with the stock.

A product may be coupled to the season by its appearance (2). Common examples are the fall and spring nailpolish shades, to match the new fashion colors. This relationship is likely to be quite tenuous, usually no better than the advertising that backs it.

A product may also be linked to the season by (3) its packaging. Soap may sell the year around, but its deodorant properties may be emphasized in the summer through a wrapper, card, or display box.

But for the best free ride of all, pair the product with a related item. Since the salesgirl won't be there to suggest the combination sale, two or three manufacturers may get together and really achieve wonders, to the advantage of all. By sharing the ride, each manufacturer benefits from the other's distribution and advertising. To the toiletries maker, it often means display in a department or in stores which his product normally wouldn't reach and, subsequently, expanded distribution.

Combination Sales

"Naturals" include sunglasses and suntan lotion; a handbag complete with make-up accessories; suntan lotion and a bathing suit; handkerchiefs and perfume; permanent wave kit and a hairbrush. A few clever examples, actually marketed, are notepaper and matching envelopes with toilet water, by Helene Pessl, Inc.; a soap baseball with a wash-mit in the form of a baseball glove (note the sport appeal!) by Tom Fields, Ltd.; a toothbrush and toothpaste in a plastic container that serves as a glass, by Maurella Products Co.

In joining a product with another, it is often valuable if the team-mate is a product that wears out, is used up, or is normally bought repeatedly.

Second-Use Containers

Incidentally, the afore-mentioned toothpaste and toothbrush in a plastic glass is an outstanding example of a container with a second-use. Another example is The Glennway Co.'s bubble bath in a cardboard circus wagon that has all the added appeal of a toy. A distinct advantage, aside from its re-use appeal to the consumer, is that such a package lastingly recalls the product. However, a trade name prominently displayed on such a container often destroys its re-use value.

It is through such imaginative self-selling packages that today's manufacturer can directly reach a pastime-minded, economy-conscious, and institution-conditioned public.

Point of Sale Promotion

WITH the continuing trend towards self-service, self-selection stores and store departments, the value of point of sale display as a sales promotion tool will continue to grow, according to Carl J. Gladfelter, associate professor of marketing, University of Connecticut.

Prof. Gladfelter notes that studies have shown, in controlled tests, that proper point of sale display has invariably increased the sale of the item as against improper display or no display at all.

He cited the following advantages of point of sale display:

1. It acts as a substitute for the retail sales person.
2. It adds effectiveness to the retail salesman's presentation.
3. It helps make the manufacturer's and retailer's advertising more effective through recall.
4. It increases the incidence of impulse buying.
5. It tends to make the retailer's work load lighter, thus increasing its acceptance and use by him, if the display is furnished by the vendor.

"These advantages are lost, however," Prof. Gladfelter cautions, "if the display material is not accepted, or used properly by the retailer."

Learn from the mistakes of others—you can't live long enough to make them all yourself.—*Martin Vanlee.*

Pointers on Package Design

TURN over packaging to someone within your organization with imagination, initiative and courage and make him responsible for all package research, development and design.

Let him gather advice and counsel from production, sales, advertising, outside vendors, from any source. Let him deal with and be the liaison between package design consultants, production, research and advertising.

Give him a budget determined by the importance of packaging your product as a sales device. Let him guide the package design.

Make him responsible for final recommendations to executive committee or management, after continuing checks with production, research, sales, advertising; let him recommend for or against a package or a change in packages. Enable him to do this on a basis of facts, consumer preferences, cost figures and all pertinent data, so management can decide—not on an individual, emotional, or *I like it*, or *I don't like it*, basis, but—on a basis of facts.

Give him the opportunity of working with an outside organization specializing in package design, with the advertising agency responsible for advertising the product.

Let him exercise his experience, imagination and initiative and above all, let him work sufficiently in advance of deadlines in planning the package.

Packaging today is not a matter of an artist changing a label or logotype, but a complicated problem. It may well take a year or more to properly develop a package or a line of packages. Let your packaging manager set up his function to gain the advantages of long-range planning.

Summing up the pointers:

First, give packaging the importance it deserves.

Second, make one man in your organization responsible for package design and development.

Third, give him a budget adequate to accomplish effective package research and development.

Fourth, discard any pre-conceived ideas on what a package ought to look like, and base your decisions on facts—on complete and accurate data.

Finally, remember that the *consumer* is the ultimate judge of any package. Remember that your package is a salesman, and the only salesman able—at that final instant, when the shopper chooses between your product and its shelf neighbor—to swing the sale your way.—*Donald Deskey*

When Contract Research is Helpful

1. When you do not have a laboratory of your own.
2. When the problem is too complex for your facilities or staff.
3. When the problem is outside the interests of your staff.
4. When you wish to expand your research on a temporary basis.
5. When you wish outside viewpoints.
6. When you want to get the research going while you enlarge or create your own laboratory.
7. When a multiplicity of talent is required.
8. When technical manpower problems thwart your efforts.
9. When the research can be conducted at less cost to your company.
10. When you do not have the capital to invest in specialized scientific equipment.—*Chemical Digest.*

Keep Cost at a Minimum What Cost?

IT is an axiom of industrial operation that cost be kept at a minimum. The question arises—what cost? In a complex operation, it may be unwise and expensive to minimize each cost individually; the cost pattern has to be treated as a whole, and minimized as such.

For example, a manufacturer who markets two kinds of home radio might decide that each model should cost a minimum to make, regardless of the other. He might then choose to make one line of minimum-cost components for the first model, and a more expensive line to meet the different needs of the second. But actually it may be cheaper in the long run to use a better-than-necessary component in the cheaper model. There are several reasons for this: he now has one less component to make; he can make the one component in larger quantities and hence at a lower eventual unit cost; his inventory is simpler; his clerical and warehousing costs are lower; and he will lose less production time through line changeovers from one type of component to another.

Interchangeable parts and the methods of mass production are not new in industry, but until recently their main use has been tied to a single product. Samuel Colt was interested in interchangeable parts for a single revolver; Henry Ford in mass-producing a single car. But the same ideas apply equally well to the over-all production of a plant—or group of plants—engaged in the manufacture of many related products. Usually, the requirement is for a class of product with some main features in common, and wherever these features exist, the advantages of interchangeability and mass production apply. It is the plant as a whole, and not a single product, which has to make a profit.

The concept of securing optimum performance (or minimum cost) from a complex of many operations has been studied increasingly in recent years, and several important mathematical techniques, among them the theory of linear programming, have grown up around it. The object of a linear program is to ensure that some mathematical expression containing many variables—usually a statement of the total cost of a many-stage operation—shall have a minimum value, subject to a set of interrelated limitations on the sizes of these variables. Although such techniques have been applied chiefly to production scheduling (deciding how many of each class of product one ought to make each month), they will also help in determining how many kinds of product ought to be made. Here again, the point of view would be identical—to ensure best over-all production for the whole plant.—*Arthur D. Little, Inc.*

Oak Moss Products

F. CHATELAIN*

ABOUT forty years ago Chypre perfume was in popular demand and since that time Oakmoss products have been increasingly used.

Oakmoss is to be found in many parts of the world, but several countries have instituted high customs duties on Oakmoss products as a protective measure.

Oakmoss is found not only on the oaks themselves but also on many other trees, particularly on pines, firs, spruces and fruit trees. That from oaks (or genuine oakmoss) provides the best oils; they have a green colour (when they have not been decolorised) and a by-odour of iodine. These oils are the genuine "Oakmoss oils."

The oakmoss from conifers (pines, firs, etc.), or "treemoss," gives oils of an inferior quality, with a greyish-green colour and a resinous by-odour. These are called Treemoss Oils (or Essences de Mousse d'Arbre). In order to improve them, some iodine is mixed with them. Similar processes are used in the preparation of treemoss products as those of genuine oakmoss but the yield from the former is 10 to 20% higher than from the latter.

The best oakmoss and treemoss is gathered during Summer. Natural oakmoss products employed in perfumery are, tinctures, concrete and absolute oils, resinoids, liquid oils, decolorised and colourless oils, distilled oils.

Tinctures

The normal tincture of oakmoss is prepared as follows: 1,200 grammes of dry and pulverised oakmoss is macerated for 10 days in 2 litres of 95% alcohol, the flask being shaken for some minutes every day. The liquid is then filtered and the residue pressed. The residue is again macerated for 10 days in 2 litres of 95% alcohol, the resulting residue being washed with 1 litre of 95% alcohol. The alcohol of the two macerations and the one washing are mixed, with the result that about 5 litres of tincture of oakmoss is obtained.

Another method for obtaining a tincture of oakmoss is by mixing 30 grammes of soluble resinoid of oakmoss with 5 litres 95% alcohol, although this does not provide a tincture quite the same as the normal tincture. Indeed oakmoss yields different products as to colour, by-note, etc., if it is exhausted by alcohol, petroleum, or benzene, etc.

To improve the tincture, one or several of the following aromatics are often added. For example, to 5 kilogrammes of oakmoss tincture may be added:

Absolute Oil of Labdanum-decolorised	1	gramme (s)
Soluble Resinoid of Orris	1	"
Soluble Resinoid of Storax	1	"
Vetiverol	2	"
Linalol	2	"
Ionone	2	"

Concrete and Absolute Oils

Concrete oil of Oakmoss is also called Resinoid of Oakmoss, and Absolute Oil of Oakmoss Soluble Resinoid of Oakmoss.

The extraction processes and manufacture of the concrete and absolute Oakmoss oils are very well known but the following practical details will prove of interest. As already mentioned different oils are obtained whether Oakmoss is first macerated by either petroleum ether, benzene, alcohol or acetone, etc.

Usually Oakmoss is exhausted by benzene: A highly coloured concrete oil is obtained, named Benzene concrete oil of Oakmoss, with a yield of about 2%. Treemoss gives a yield of about 3%. In order to in-

* Representative and chemist for F. Ritter & Co., Grasse, France. Reprinted from Perfumery & Essential Oil Record, Vol. 44, No. 3, pp. 91.

crease the yield, Oakmoss is placed into water for 6 hours and then drained before maceration with benzene. Oakmoss is exhausted three times with benzene at 40° C. in an extractor, being pumped each time through the moss for 2 hours. The benzene solution is then evaporated to leave the concrete oil.

A highly coloured absolute oil is extracted from the Benzene Concrete Oil of Oakmoss by means of alcohol. One part of concrete oil and 5 parts of alcohol (95%) are placed in a large round bottomed distillation flask, heated by steam through a false (or double) bottom and provided with a reflux condenser. The mixture of concrete oil and alcohol is heated for five hours with a small reflux and the resulting alcoholic solution is cooled to 15° C. and the insoluble waxes are precipitated. The liquid part is then removed and cooled at −6° C. to eliminate the last trace of waxes. The alcohol is allowed to evaporate at reduced pressure to give the absolute oil. As the separated waxes contain some absolute oil they are treated twice by means of alcohol, in the same manner as for the concrete oil already referred to, but heated in this instance for half an hour only. The total yield is about 60% and the oil is called Absolute Oil (from Benzene Concrete) of Oakmoss.

The Absolute Oil is solid at room temperature and is therefore sometimes mixed with an odourless liquid solvent: either diethyl phthalate, ethyl citrate or castor oil, or a mixture of these three solvents. In order to obtain special qualities, soluble resinoids of orris, storax and myrrh, decolorised absolute oil of labdanum, cedar wood oil; iodine and absolute oil of ivy are also added.

Absolute Oil of Ivy has a green colour and a slight odour of liquorice which blends very well with that of Oakmoss. It is useful when a highly coloured product is wanted.

The following are some examples of blends of concrete and absolute oils.

Blendings of Benzene Concrete Oils of Oakmoss

I

Benzene Concrete Oil of Oakmoss	350
Benzene Concrete Oil of Treemoss	350
Resinoid of Storax (for soap)	40
Absolute Oil of Ivy	10
Beeswax (and Oakmoss when available)	100
Castor Oil	150
	1,000

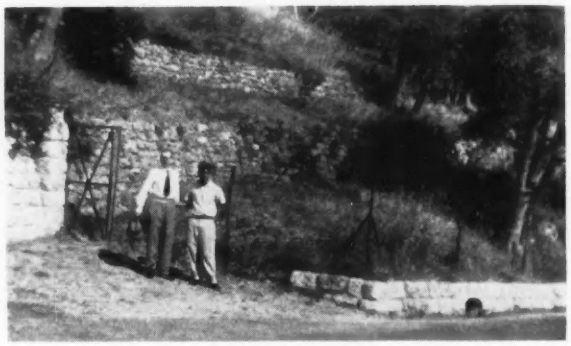
II

Benzene Concrete Oil of Treemoss	700
Tincture of Iodine (1 part of iodine in 9 parts of alcohol)	10
Resinoid of Storax (for soap)	50
Absolute Oil of Ivy	20
Beeswax (or Oakmoss wax)	120
Castor Oil	100
	1,000

Blendings of Absolute Oil (from Benzene Concrete) of Oakmoss

I

Absolute Oil (from Benzene Concrete) of Oakmoss	500
Absolute Oil (from Benzene Concrete) of Treemoss	490
Tincture of Iodine (1 part of iodine in 9 parts of alcohol)	10
	1,000



The author with the grandson of Dr. Alexander Katz at the Grasse, France, property of F. Ritter & Co.

II

Absolute Oil (from Benzene Concrete) of Oakmoss	500
Absolute Oil (from Benzene Concrete) of Treemoss	300
Castor Oil	200
	1,000

III

Absolute Oil (from Benzene Concrete) of Oakmoss	400
Absolute Oil (from Benzene Concrete) of Treemoss	400
Soluble Resinoid of Orris	200
	1,000

This quality is extensively used.

IV

Absolute Oil (from Benzene Concrete) of Oakmoss	620
Decolorised Absolute Oil of Labdanum	10
Soluble Resinoid of Storax	40
Tincture of Iodine (1 part of iodine in 9 parts of alcohol)	10
Absolute Oil of Ivy	20
Castor Oil	150
Ethyl Citrate	150
	1,000

V

Absolute Oil (from Benzene Concrete) of Treemoss	500
Decolorised Absolute Oil of Labdanum	10
Soluble Resinoid of Storax	30
Absolute Oil of Ivy	20
Castor Oil	200
Ethyl Citrate	140
Diethyl Phthalate	100
	1,000

When finer products are wanted, it is necessary to treat the Benzene concrete oil of Oakmoss with petroleum ether. In this process the benzene concrete oil of Oakmoss is dissolved in petroleum ether at 40° C.; a part of the benzene oil is not dissolved and can be used in blendings of concrete oils of an inferior quality. The petroleum ether solution is then evaporated and liberates a new concrete oil which is called Petroleum Ether Concrete of Oakmoss. The yield is about 40%—.

Petroleum Ether Concrete Oil of Oakmoss is less coloured than Benzene Concrete Oil and has a better odour. It provides the best Absolute Oil of Oakmoss, called Absolute Oil (from Petroleum Ether Concrete) of Oakmoss, with a yield of about 95%.

Resinoids

True resinoids are concrete oils obtained by direct extraction from Oakmoss, but in practice resinoids indicate solutions or blends.

Resinoids for soap are solutions of concrete oils in an odourless solvent (castor oil, diethyl phthalate, benzyl alcohol and benzoate). They are not soluble in alcohol as they contain vegetable wax of Oakmoss, therefore they are used in perfume compounds for soap.

Soluble resinoids or resinoids for perfumery are solutions of absolute oils in an odourless solvent and are readily soluble in alcohol. They are fluid and clear.

In order to obtain special qualities some aromatics may be added to resinoids. Below are some blends of Oakmoss resinoids.

Blends of Oakmoss Resinoids for Soap

I

Benzene Concrete Oil of Treemoss	350
Castor Oil	650
	1,000

II

Benzene Concrete Oil of Treemoss	300
Oakmoss Wax (or the residue from a solute Oil of Oakmoss	200
Castor Oil	500
	1,000

III

Benzene Concrete of Treemoss	400
Siam-Wood Oil or Pe-Mou Oil	300
Diethyl Phthalate	300
	1,000

IV

Benzene Concrete Oil of Treemoss	350
Oakmoss Wax (or residue from Matling Absolute Oil of Oakmoss)	150
Storax Resinoid	30
Terpineol	20
Cedarwood Oil	50
Castor Oil	400
	1,000

Blends of Oakmoss Resinoids for Perfumery

I

Absolute Oil (from Benzene Concrete) of Oakmoss	350
Benzyl Alcohol	650
	1,000

II

Absolute Oil (from Benzene Concrete) of Oakmoss	500
Absolute Oil of Ivy	10
Soluble Resinoid of Storax	50
Castor Oil	240
Siam-Wood Oil	100
Diethyl Phthalate	100
	1,000

III

Absolute Oil (from Benzene Concrete) of Oakmoss	500
Vetiver Oil	10
Soluble Resinoid Storax	10
Cedar Wood Oil	20
Soluble Resinoid of Dammar	60
Castor Oil	200
Benzyl Alcohol	200
	1,000

IV

Absolute Oil (from Benzene Concrete) of Oakmoss	400
Soluble Resinoid of Storax	60
Vetiver Oil	10
Amyl Laurate	30
Castor Oil	250
Benzyl Benzoate	250
	1,000

Liquid Oils

In principle liquid Oils are solid oils in which wax and other constituents insoluble in alcohol have been substituted by diethyl phthalate.

As the absolute oil (from benzene concrete) of Oakmoss is obtained in a yield of about 60% from concrete oil, and the absolute oil (from petroleum ether) of Oakmoss with a yield of about 40%, the normal liquid oils of Oakmoss are mixtures of:

I

Absolute Oil (from Benzene Concrete) of Oakmoss	500
Diethyl Phthalate	500
	1,000

II

Absolute Oil (from Petroleum Ether Concrete) of Oakmoss	400
Diethyl Phthalate	600
	1,000

Special qualities are prepared by adding diethyl phthalate to the special qualities of absolute oils (see the above-mentioned formulate for blends of Absolute Oils of Oakmoss).

Decolorised and Colourless Oils

The various absolute oils of Oakmoss and Treemoss have a dark green colour. When they are employed in a high proportion in perfume it is necessary to decolor-

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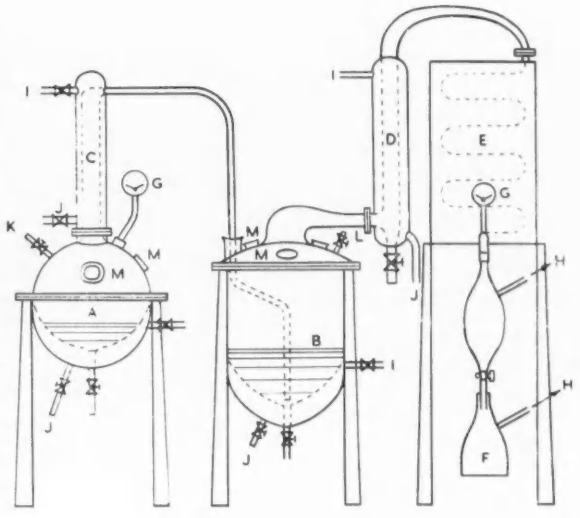


Apparatus for the industrial production of Colourless Absolute Oils

Key to lettering: A, Boiling water as steam source; B, absolute (or concrete) oil to be decolorised; C, steam heating apparatus; D, vapour heating apparatus; E, condenser; F, condensed products; colourless absolute jasmin oil and condensed water. The latter contains water soluble constituents of absolute oil and therefore must be washed with petroleum ether (of 45/50° centigrade); G, vacuum manometer; H, to vacuum pump; I, steam inlet; J, steam outlet; K, water inlet; L, absolute (or concrete) oil inlet; M, sight glass.

ise them. Usually concrete oils and resinoids of Oakmoss are not decolorised. Only absolute oils can be decolorised easily. Absolute oils of Oakmoss are decolorised by means of the two following most practical processes:

(*a*) By the activated vegetable charcoal process;

(*b*) By fractionating at reduced pressure.

By the first process, (*a*) only partially decolorised oils (called semi-decolorised oils) are obtained; having lost their green colour, they are brown (if absolute oil from benzene concrete) or light brown (if absolute oil from petroleum-ether concrete):—

For example, 2 lbs. absolute oil (from petroleum ether concrete) of Oakmoss is dissolved in 2 gall. ethyl alcohol, 8 ozs. activated vegetable charcoal being added. The mixture is shaken in a shaking machine, then filtered through filter paper to remove the activated vegetable charcoal. The alcohol of the solution is evaporated at reduced pressure and the semi-decolorised absolute oil is obtained as a residue. Twice the quantities of ethyl alcohol and activated vegetable charcoal are needed to decolorate benzene absolute oils than for petroleum ether oils. For example, when decolorising 2 lbs. absolute oils (from benzene concrete) of Oakmoss, 4 gall. ethyl alcohol and 1 lb. activated vegetable charcoal are necessary, the yield is about 75% of petroleum ether absolute oil and about 50% of benzene absolute oil.

These semi-decolorised absolute oils are then fractionated under high vacuum. (*b*) For example, 1 lb. of semi-decolorised absolute oil of Oakmoss is fractionated at pressure of 5 m.m. of mercury. When the temperature reaches about 90° C., the oil begins to distil,

and is allowed to distil as long as the distillate has a light yellow colour (up to 150° C.). This first part of the distillate crystallizes when cooled to room temperature. It is the "colourless absolute oil" and the yield is about 35%.

The second part of the distillate (distilling higher than 150° C. at pressure of 5 m.m. of mercury) is removed owing to its dark yellow colour, and is used in blends of various absolute oils.

Two further processes may be employed to decolorise the absolute oils of Oakmoss.

(*c*) Fractionation of the absolute oils with the aid of glycerin;

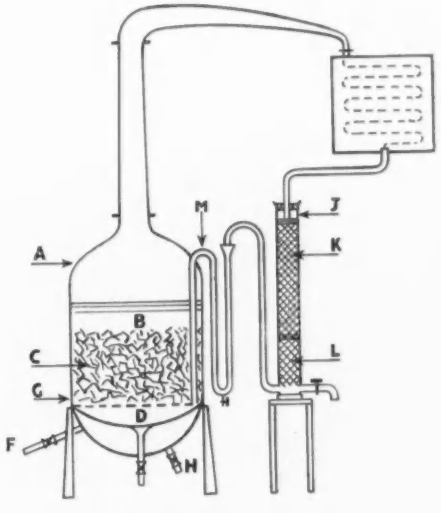
(*d*) Distillation of the absolute oils in a current of steam.

To fractionate with the aid of glycerin (*c*), one part of absolute oil is dissolved in five parts of glycerin. Then the solution is fractionated under high vacuum. At a pressure of 5 m.m. of mercury the oil distils below 150° C. and is condensed in a receiver containing some water. Then the oil, which is solid and colourless, is drained with the aid of a hydro-extractor. The yield is about 20%. The odour of this colourless oil has special applications in perfumery in creations of the "leather" and "open air" types.

This process may be applied to concrete oils, and in that case light yellow coloured absolute oils are obtained directly.

To distil in a current (*d*), the coloured oil is placed in a fractionating flask heated at about 110° C. by an oil-bath. Superheated steam enters at the bottom of the flask by means of a tube submerged in the oil. A very little current of steam is passed and it carries over the oil. The distillate passes through a condenser and is received in a Florentine flask.

This distillation in a current of steam may also be carried out at a reduced pressure; in that case a special



Retort for the distillation of Oakmoss

Key to lettering: A, Retort; B, water; C, Oakmoss; D, water; E, steam in false (or double) bottom; F, steam inlet; G, perforated plate; H, condensed water outlet; I, condenser; J, aluminum Florentine flask full of quartz Raschig rings; K, benzene; L, distilled water; M, pouring back tube.

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apparatus, a drawing of which is reproduced below, is used. The yield is about 18%. The oil thus obtained is very strong and thick.

Distilled Oils

Two processes are employed:

(*a*) Direct distillation of Oakmoss;

(*b*) Oakmoss is distilled together with Cedarwood Oil.

Before the distillation, the Oakmoss is plunged into water for six hours and then drained.

By the first process (*a*), pure distilled oil of Oakmoss (or Essential Oil of Oakmoss) is obtained. For example, 100 kilogrammes Oakmoss and 1,000 litres of water are placed in a retort having a capacity of 1,600 litres which being heated by steam enters in a false (or double) bottom. The distillate passes through a condenser but must be quite cold when it passes into a *very high* Aluminium Florentine Flask. This flask is full of quartz Raschig rings and contains ⅓ water (placed there before distillation) and ⅔ benzene (the benzene retains the oil). The distilled water returns to the retort by means of a tube. A drawing of the apparatus appears on the previous page.

About 200 litres of water are distilled every hour and returned to the retort. The distillation is carried on for twelve hours. When the distillation is finished, the benzene is placed in a distilling flask: then it is evaporated and the distilled oil of Oakmoss remains in the flask. The yield is about 0.07%, that is to say 70 grammes oil per 100 kilogrammes Oakmoss distilled.

The distilled oil is very strong and is therefore often sold in a 10% solution; for example:

Pure Distilled Oil of Oakmoss	100
Siam-Wood Oil (or Cedarwood Oil)	400
Benzyl Benzoate	500
	1,000

By the second process (*b*), a dilution of Oakmoss in cedarwood oil is directly obtained. 100 kilogrammes of Oakmoss and one kilogramme of cedarwood oil are placed in a retort. The distillation is made by means of the process named "Direct Steam Distillation" and is carried on for twelve hours. The distillate passes through a condenser and then into a Florentine flask. Usually no benzene is placed in the Florentine flask, but this is a mistake; the oil would be stronger and better if the condensed water was washed out with benzene as it is carried out in the first process. The yield is about 0.7%, that is to say, 700 grammes for 1 kilogramme cedarwood oil distilled again with 100 kilogrammes Oakmoss.

"No, I didn't; I bought some of my own!"

What Is A Fine Perfume?

IT is just as difficult to explain what is a "fine" or "great" perfume as it is to explain what makes a piece of music or painting a masterpiece.

Your sense of discrimination in the choice of perfume will already have made great progress if you never forget the two following facts:

1. A liquid which has an odor is not necessarily a perfume even though it may be sold as such. It is child's play to make a liquid which has an odor simply by throwing together a few ingredients used in the art of perfumery.

2. It is easy to make a lasting odor—but the essential quality of a perfume is that it should be pleasant. Your own experience will tell you that some of the most offensive odors are the most persistent. There are many cheap perfume ingredients which, when combined even by an amateur, produce an odor that will be strong and lasting—but also obnoxious.

If you remember the just mentioned facts you will realize that a fine perfume must have the following characteristics:

A *fine* perfume will give you real pleasure and a feeling of joy and luxury—and greater beauty in the eyes of others.

A *fine* perfume must have remarkable unity of odor, by which we mean that not even the most sensitive nose should be able to distinguish any specific component of the perfume. Furthermore, it should maintain this unity of odor as it "diffuses in the open and with time. At no time may it lose its beauty and refinement.

A *fine* perfume can be only as lasting as the nature of the fragrance will allow. Keep in mind that the real perfumer is an artist, and his main concern is to create a fragrance which will give you a feeling of joy and happiness.

A *fine* perfume, like a masterpiece in all other arts, will gain due recognition from the public and will be demanded by it time without end. Some perfumes, launched with a great deal of "ballyhoo," may be sold for a few years, but only the really great and refined perfumes will remain in demand for, let us say, more than twenty-five years. This is the only real test of a truly great perfume.—*Philip Cortney, president, Coty, Inc.*

Diplomacy is the art of letting somebody have your way.—*Phoenix Flame.*

Selecting Emulsifiers

for stearic acid type cosmetics formulas

GEORGE J. KING*

A typical stearic acid based O/W emulsion product

STEARIC-ACID-BASED O/W cosmetic emulsions, typified by vanishing creams, can be emulsified either by soaps formed in situ or by a combination of non-ionic emulsifiers.

As a guide to manufacturers in the proper selection of emulsifiers, cosmetic chemists have developed a number of representative formulas. Often a blend of oil-loving and water-loving emulsifiers is recommended to obtain the best emulsification. In general, the lipophilic emulsifiers suggested are sorbitan fatty acid esters and the hydrophilic products are polyoxyethylene sorbitan fatty acid esters.

Vanishing Cream

In Formula No. 1, sorbitan sesquioleate acts as an assistant emulsifier to the soap and permits pouring of the cream at temperatures lower than normal.

O/W HOT POUR VANISHING CREAM
FORMULA NO. 1

	Stearic acid or hydrogenated tallow fatty acid	18.0%
	Mineral oil	2.0%
A	Lanolin	0.5%
	Sorbitan Sesquioleate	2.0%
	Potassium hydroxide	0.7%
	70% sorbitol solution	3.7%
B	Water	73.1%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) to 90°C. Heat (B) to 95°C. Add (B) to (A) with stirring. Stir to 60°C., perfume, and pour.

Facial Creams

To make a facial cream, a formula for a pearly vanishing cream may be modified to give softer consistency and greater spreading power. The softer consistency can be obtained by choosing the proper emulsifier; spreading quality can be improved by the addition of small quantities of thin, oil-like materials such as isopropyl palmitate and by increasing the humectant, in this case, sorbitol.

O/W FACIAL CREAM
FORMULA NO. 2

	Stearic acid or hydrogenated tallow fatty acid	15.0%
	Isopropyl palmitate	1.0%
A	Sorbitan monostearate	2.0%
	Polyoxyethylene sorbitan monostearate	1.5%
	70% sorbitol solution	3.0%
B	Water	77.5%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Add (A) at 90°C. to (B) at 95°C. With rapid stirring, add (C) at 50°C. Stir occasionally to 25°C. Rework and pack next day.

O/W FACIAL CREAM
FORMULA NO. 3

	Stearic acid	15.0%
	Mineral oil	1.0%
A	Sorbitan monostearate	2.0%
	Polyoxyethylene sorbitol lanolin derivative (HLB,8)	1.5%
	70% sorbitol solution	3.0%
B	Water	77.5%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Add (A) at 90°C. to (B) at 95°C. With rapid stirring, add (C) at 50°C. Hand work occasionally to 25°C. Rework and pack next day.

*Director of Sales, Chemical Dept., Atlas Powder Co., Wilmington, Del.

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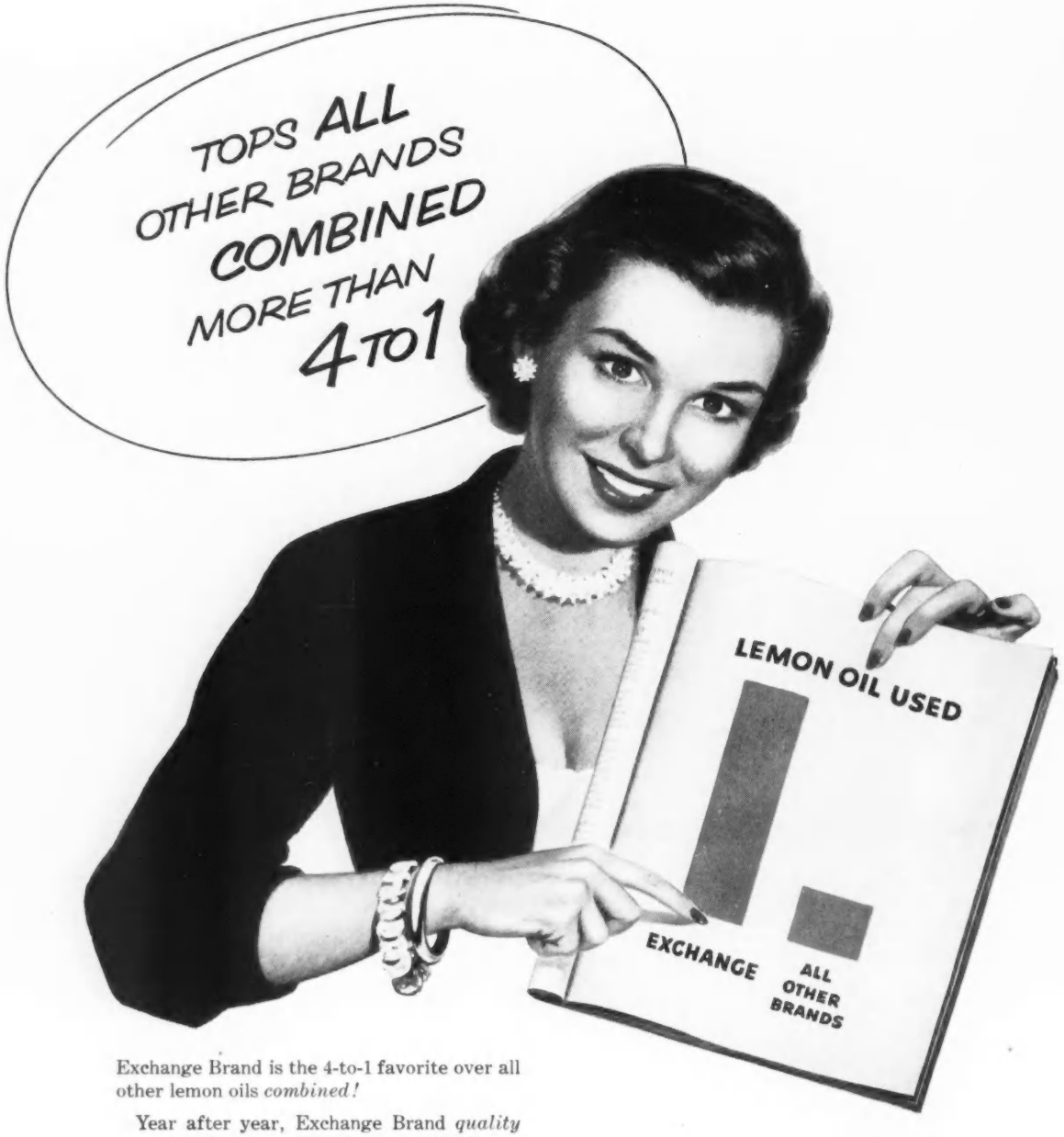

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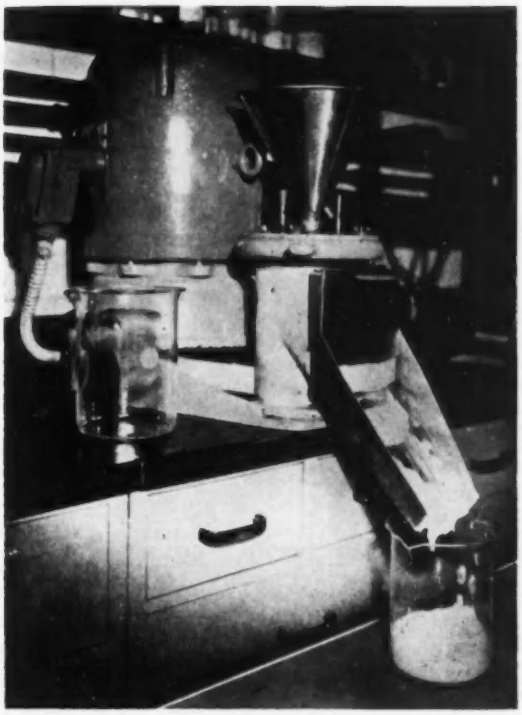


Adding oil to a water-emulsifier mixture increases crowding of disperse phase causing a rise in viscosity.

Hand Creams

Hand creams are based on stearic acid. They may be emulsified either by non-ionics or by soap, illustrated in Formulas 4 and 5.

Some manufacturers prefer to alter the pH of their creams to match the pH of the skin (normally acid). Since non-ionic emulsifiers are used in Formula 4, lemon juice, dilute citric acid or other mildly acidic materials may replace a like amount of water without impairing emulsion characteristics.

O/W HAND CREAM
FORMULA NO. 4

	Stearic acid or hydrogenated tallow fatty acid	10.0%
	Sorbitan monostearate	5.2%
A	Sorbitan monooleate	1.0%
	Polyoxyethylene sorbitan monostearate	2.8%
	Water	81.0%
B	Preservative	q.s.
C	Perfume	q.s.

***Preparation:** Add (A) at 80°C. to (B) at 85°C. with rapid stirring. Perfume at 50°C. Pour at 45°C.*

In Formula No. 5 the emollience of the cream is not entirely dependent upon the effect of the fatty acid. The humectant, 70% sorbitol solution, provides a pleasant feel on the skin on application. In addition, the water in the formula is released more gradually because the humectant is present, and since the loss of water from the emulsion is gradual, the emulsion inverts smoothly without rolling off.

O/W HAND CREAM
FORMULA NO. 5

	Stearic acid	15.0%
A	Isopropyl palmitate	2.0%
	Potassium hydroxide	1.0%
	70% sorbitol solution	18.3%
B	Water	63.7%
	Preservative	q.s.
C	Perfume	q.s.

***Preparation:** Heat (A) to 80°C. Heat (B) to 82°C. Add (B) to (A) slowly under continuous agitation. Continue agitation to 45°-50°C. Perfume and package.*

Hand Lotions

Because hand lotions have high water content it is necessary to include a hydrophilic emulsifier or colloid to carry the lotion through the critical stage which occurs a few seconds after application to the skin. Since the fat in the emulsion has great affinity for the skin, it separates readily from the emulsion during application to the hands, and is likely to leave a film of water on the surface of the skin. In poorly formulated lotions this water actually rolls off and the effect produced is sometimes referred to as a "watery feel." A properly balanced emulsifier will give smooth application. The addition of a humectant such as sorbitol to the hand lotion formulas prevents watery feel and adds to the emollient effect of the lotion.

O/W HAND LOTION
FORMULA NO. 6

	Stearic acid	7.0%
	Lanolin	0.5%
A	Sorbitan monooleate	0.5%
	Polyoxyethylene sorbitan monos	2.5%
	70% sorbitol solution	5.0%
B	Preservative	q.s.
	Water	84.5%
C	Perfume	q.s.

***Preparation:** Add (A) at 90°C. to (B) at 95°C. Stir rapidly to 30°C. Perfume at 50°C. Package.*

O/W HAND LOTION
FORMULA NO. 7

	Stearic acid	2.0%
	Lanolin	0.5%
A	Sorbitan monostearate	2.5%
	Polyoxyethylene sorbitol beeswax derivative (HLB,9)	2.5%
	70% sorbitol solution	5.0%
B	Water	87.5%
	Preservative	q.s.
C	Perfume	q.s.

***Preparation:** Heat (A) to 90°C. (B) to 95°C. Add (B) to (A) with thorough agitation. Perfume at 50°C. Continue stirring until cool. Pour.*

Roll-ball type hand lotion, illustrated by Formula No. 8 is used as a skin cleanser. The paraffin wax on which it is based separates from the emulsion as the lotion is rubbed on the skin, and carries away dirt and soil.

O/W ROLL-BALL LOTION
FORMULA NO. 8

	Paraffin	22.5%
	Hydrogenated tallow fatty acid	1.5%
A	Sorbitan monopalmitate	1.4%
	Polyoxyethylene sorbitan monopalmitate	1.5%

	Water	73.1%
B	Preservative	q.s.
C	Perfume	q.s.

Preparation: Melt (A) and bring to 70°C. Bring (B) to 75°C., adding to (A) a little at a time with moderate agitation. After all the water is added, stir until cold. Perfume.

Note: The first additions of water should be in extremely small portions with thorough agitation until the mixture breaks into an emulsified form. This is important to get good stability.

Anti-Perspirant Creams And Lotions

An anti-perspirant cream has as its effective ingredient an astringent salt which by its action on the sweat glands actually inhibits the flow of perspiration.

Acidic astringent salts which are used in anti-perspirants cause many of the difficulties in the formulation of good products. In addition, buffers which are used to overcome acidity often affect stability adversely. Although the presence of so much electrolyte in an anti-perspirant cream (usually about 25% aluminum salts plus buffer) presents problems of salt crystallization and rapid drying-out, proper choice of emulsifier and humectant can eliminate these difficulties.

Atlas non-ionic emulsifiers form sufficiently stable emulsions in the presence of the standard amounts of astringent salts. Certain polyoxyalkylene stearates have been found to be suitable emulsifying agents for both cream and lotion anti-perspirants based on stearic acid, giving excellent stability in the presence of 20% or more salts and other electrolytes. The emulsions formed are white; because they require no whitening pigments they leave no residue on the skin or on clothes. Texture, too, is improved because of the better emulsification afforded. The creams retain their texture throughout their use life.

Formulas 9, 10 and 11 are typical anti-perspirants. Formula No. 10 is an anti-perspirant cream which contains a minimum of waxy material; the action of the astringent salts is therefore not inhibited as much as in creams which contain a higher percentage of waxy material. Sorbitol is included in this formula to inhibit moisture loss from the cream and to aid in preserving the texture of the cream on storage.

O/W ANTI-PERSPIRANT CREAM
FORMULA NO. 9

	Stearic acid	14%
	Beeswax	2%
A	Mineral oil	1%
	Polyoxyethylene stearate (HLB,16.9)	5%
	Polyoxyethylene oxypropylene stearate (HLB,15.7)	5%
	Water	51%
B	Preservative	q.s.
C	Aluminum chlorhydroxide complex	22%
D	Perfume	q.s.

Preparation: Melt (A) to 70°C. Add (B) at 85°C. Cool to 35°C. and add all of (C). Agitate until (C) is completely dissolved. Add perfume. Pack.

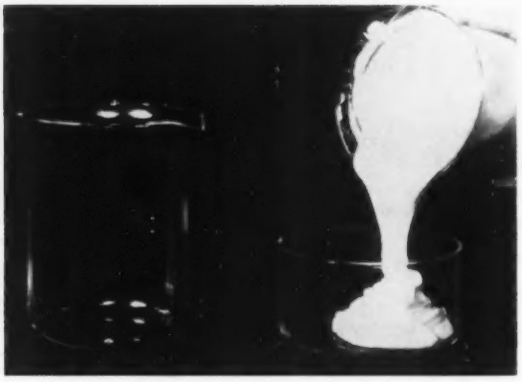
O/W ANTI-PERSPIRANT CREAM
FORMULA NO. 10

	Hydrogenated tallow fatty acid	10%
A	Cetyl alcohol	2%
	Polyoxyethylene stearate (HLB, 18.8)	3%
	70% sorbitol solution	10%
B	Water	35%
	Preservative	q.s.
C	Perfume	q.s.
D	Aluminum chlorhydroxide complex 50% solution	40%

Preparation: Heat (A) to 70°C., (B) to 75°C. Agitate (A) and add (B) slowly. After emulsification is complete, stir slowly to 50°C. Add perfume. Continue agitation to 35°C. or below. Add the aluminum chlorhydroxide complex solution slowly. Use thorough agitation. Pack.

O/W ANTI-PERSPIRANT LOTION
FORMULA NO. 11

	Stearic acid	8.0%
	Beeswax	2.0%
A	Polyoxyethylene stearate (HLB,16.9)	6.0%
	Polyoxyethylene oxypropylene stearate (HLB,15.7)	3.5%
	Water	58.5%
B	Preservative	q.s.



Viscosity of an emulsion may be raised by increasing the proportion of the internal phase. Mechanical crowding of the growing number of water particles dispersed brings on higher and higher viscosity.

C	Aluminum chlorhydroxide complex	22.0%
D	Perfume	q.s.

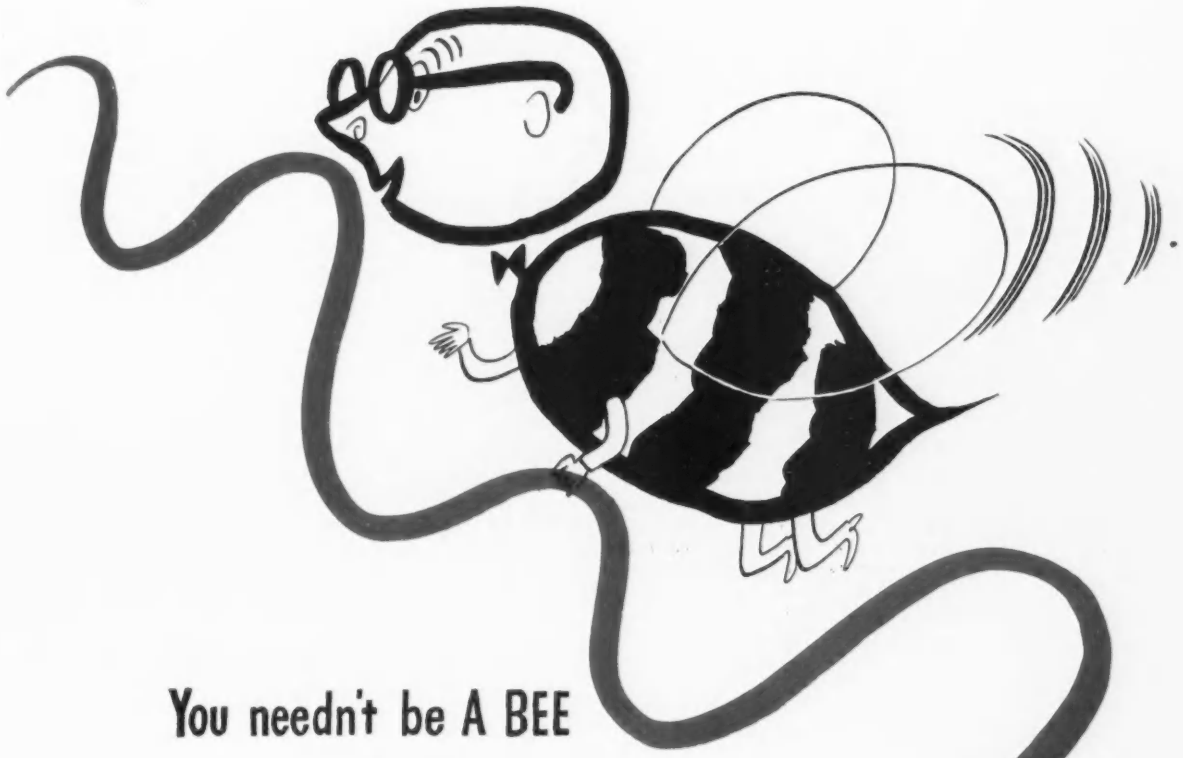
Preparation: Melt (A) to 80°C. Add (B) at 85°C. Cool to 35°C., and add all of (C). Agitate until (C) is completely dissolved. Add perfume. Pack.

Deodorant Cream

A deodorant cream is usually stearic acid based and contains, as an effective ingredient, some material which prevents or inhibits growth of the bacteria which cause decomposition of the excretions of the sweat glands. Formula No. 12 utilizes hexachlorophene as the effective ingredient.

O/W DEODORANT CREAM
FORMULA NO. 12

	Hydrogenated tallow fatty acid	15.0%
	Polyoxyethylene sorbitan monostearate (HLB,14.9)	1.0%
A	Sorbitan sesquioleate	2.0%
	Hexachlorophene	2.0%
	70% sorbitol solution	3.0%
	Potassium hydroxide	0.7%
B	Water	76.3%
	Preservative	q.s.



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Preparation: Heat (A) to 90°C., (B) to 95°C. Add (B) to (A) with agitation. Continue agitation to set point. Stir by hand to room temperature. Package.

Pigmented Cream

Pigmented creams may be based on vanishing cream or cold cream, but except for theatrical purposes, greaseless creams are usually preferred.

The main difference between vanishing creams and pigmented creams is the inclusion of titanium dioxide, tinted iron oxides and certified color lakes. Formula 13 is a pigmented vanishing cream.

O/W PIGMENTED CREAM
FORMULA NO. 13

	Isopropyl palmitate	1.0%
	Stearic Acid	12.0%
A	Sorbitan monostearate	2.0%
	Polyoxyethylene sorbitan monostearate	1.0%
	70% sorbitol solution	3.0%
	Propylene glycol	12.0%
	Titanium dioxide	2.0%
B	Talc	8.0%
	Iron oxide	1.0%
	Water	58.0%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) to 90°C. Heat (B) to 95°C. Add (B) to (A) slowly and with constant agitation. Perfume at 45°C. If not smooth and uniformly dispersed, pass through homogenizer or ointment mill. Pack. Note: this cream goes through several stages during the mixing operation, during which it may appear to separate. Continue the agitation, nevertheless, and a stable, smooth cream will result.

Shaving Creams

Shaving creams are similar in appearance to vanishing creams and are, in fact, vanishing creams which contain a large amount of soap. Lather shave creams generally contain about 20% to 30% soap while brushless shave creams contain 3-5% soap. Formula 14 is a typical lather-type cream, while Formula 15 is a brushless cream.

LATHER SHAVING CREAM
FORMULA NO. 14

A	Coconut oil	9.0%
	Sodium hydroxide (100%)	1.0%
B	Potassium hydroxide (100%)	8.0%
	Water	20.0%
C	Stearic acid	36.0%
	70% sorbitol solution	3.0%
D	Water	23.0%
	Preservative	q.s.
	Perfume	q.s.

Preparation: Heat (A) to 75 to 80°C. Dissolve alkalis in water. Add (B) to (A) when saponification is complete, add (C), which has been melted (70°C.) in a thin stream. Add (D). Cool, check for completeness of saponification and adjust free fatty acid content to 3 to 5%. Set product aside for two weeks, stirring each day for a few minutes. Add perfumes the first day. Check for free fatty acid content at end of two weeks and adjust if necessary. Pack in tubes.

O/W BRUSHLESS SHAVE CREAM
FORMULA NO. 15

	Stearic acid	12.5%
	Sorbitan monostearate	2.5%
A	Polyoxyethylene sorbitan monostearate	1.0%
	Petrolatum	10.0%
	Propylene glycol	5.0%
B	Water	67.0%
	Preservative	q.s.
C	28% ammonium hydroxide	2.0%
D	Perfume	q.s.

Preparation: Melt (A) and bring to 80°C., bring (B) to 82°C. Add (C) to (B) and quickly add this mixture to (A), agitating moderately until the temperature drops to 55°C. Perfume, stir slowly, and pack at 45°C.

Third Man on Cosmetics

THIS concept may give the cosmetic industry something to think about in these savagely competitive times. Based on Third Man analysis, cosmetic product advertising and selling should take on a new *dimension of reality* in approaching women. The blue sky fantasies with which cosmetics are largely presented may be running their course.

According to the Third Man approach, women have no illusions about their glamor or allure. They know that the American male, in the final analysis, will choose a woman for a mate in the dream image of his mother or sisters, for these represent to him the clean, the wholesome, the pure and the womanly.

Thus, modern cosmetic advertising which represents its products as the ingredients for the creation of the *Siren Woman* is psychologically off-beat and, to this extent, not as effective as it should be.

There is one thing which women understand with stark reality and that is the problem of *growing older.* Their preoccupation with weight, diet and figure contour contributes powerful evidence. The remorseless passage of the years is the greatest reality of life. American women understand it in a way that men never can, for men are the Peter Pans of the sexes.

Now there is a vast difference between the attainment of siren glamor and the problem of staying young. The first is an illusory thing that women subconsciously do not believe is attainable, while the latter is a matter of stark necessity to woman's realistic instinct. If this is a correct psychological premise, the cosmetic manufacturer must reexamine his products, his advertising and selling concepts.

Third Man analysis indicates that if the *dimension of reality* could be added to all promotion addressed to women as described, powerful new selling impetus would be added.—*The Third Man by Sidney Garfield, Hirshon-Garfield, Inc.*

A commercial banker says you sell more if you give credit but you stay in business longer if you collect your bills.

Better than half of our production of chemicals 20 years from now will be in products unknown to us today.—*Dr. Cary R. Wagner.*

Watch the chap who overworks the pat on the back. Some day his hand may hold a knife.—*H. J. Higdon.*

NEW...

A refillable metal compact for cake powder!

New Idea: Powder Pan Retainer

SCOVILL HAS DESIGNED a metal compact for compressed (cake-type) powder that can be refilled when empty!

There has long been a crying need for this type of compact which combines all the fine features and attractive appearance that can be obtained only in a fine metal container.

This new "gold vanity" has a powder pan retainer that is an integral part of the compact. It is held securely in the compact, yet snaps open easily when it is time for a refill. (This will increase your refill business.)

The refillable compact is available in a variety of square and round shapes, can be finished to any specifications, and may be lettered or decorated as desired.

Ask a Scovill representative to show you this latest new product developed by Scovill's Drug and Cosmetic Container Division. Maybe it's the answer to a problem you're facing right now!

At any rate, please remember this. Call us *any* time you have a container problem. We are *sure* that our engineers will be able to help you as they have others.

SCOVILL-MADE Containers

A product of SCOVILL

SCOVILL MFG. COMPANY, 62 MILL STREET, WATERBURY 20, CONN.

NEW PACKAGING and PROMOTIONS

Bubbling bath oil for children

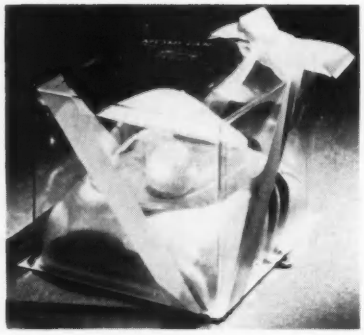
MARY SHERMAN, INC. has introduced Petit Ball, a new perfumed bubbling bath oil for children. The Owens-Illinois Glass Co. bottle is of clear glass with pink ceramic colors showing children in ballet costumes, with pink plastic closure contrasting with the blue-green product.

NORTHAM WARREN CORP. has added a jeweled 49 cent lipstick to its Cutex line. The polished brass-like case has push-up action, and comes in a selection of jewel designs, including imitation rubies, diamonds, sapphires, etc. Six Cutex Stay Fast shades are available; the lipsticks are fitted into the base of a 24-piece display card.

LILLY DACHE is introducing a new line of 9 different products. Coloramic Foam Glampoo, in a choice of 12 shades, sells for $2.50. Lumino Creme Rinse, in the same 12 shades, sells for $1.35; Color Glampoo, for $1.50; Creme Glampoo, in white four-ounce jar with pink lid, for $1.35; Captive Coif, to keep hair in place, comes in two scents, Miss Lilly and Miss Dache. In an aerosol bottle it sells for $2.75. Dache Net, an unscented spray mist, also keeps hair in place. It comes in a $1.35 aerosol can. The Secret of Lilly Dache, a three-way waving lotion with end papers and neutralizer, sells for $1.75. Color Safe is claimed to be the first lasting hair coloring made with U.S. Certified Colors. In any of seven shades it sells for $3.50. Hair Lightener is said to give predictable results, sells for $1.50.

HOUSE OF TANGEE is introducing Fluid Beauty, a "non-greasy, non-sticky, emollient lotion," claimed to be quickly absorbed. It is said to prevent drying of the skin and the formation of lines and wrinkles. It comes in a clear 1 oz. bottle with white cap and fuchsia lettering, either booted or in display cartons of one dozen. Retail price is 49 cents.

BROWNY of Honolulu Ltd. is introducing a new Christmas item called Momi Lani, Hawaiian for "Heavenly Pearl." It consists of a one-half dram of Lani perfume in a package made in its own



Pearl shell package

plant. Polystyrene was drawn into molds modeled after a real oyster pearl shell. The entire shell and base were hand-pearlized. Covers are of acetate. The package retails for $3.

PINAUD introduces Lilac Vegetal Shave Cream with lanolin in a 10 oz. aerosol can at $1. A special package pairs the item with a 75 cent size of Lilac Vegetal After-Shave Lotion, a $1.75 value, together for 97 cents. The firm will also launch two new 29 cent hair items, Tonicream Lotion Shampoo and Tonicream Hair Conditioner-Groomer.

LUCIEN LELONG's Christmas packages include an "Enchanted Slipper," holding a flacon of perfume or cologne, in a choice of three scents, at prices ranging from $2 to $12.50; a Mother-and-Daughter set consists of a large-size bubble bottle of cologne, also in a choice of three scents, and its miniature replica, combined in a holiday box at $2.25.

NATONE CO. is importing Talika Creme for longer-looking eye-lashes. It retails for $2.50.

CHRISTIAN DIOR's Obelisque perfume was tied in fashion-wise in a window display at Bergdorf Goodman, New York department store. The cut crystal bottle resembled the shape of a golden replica of the Paris obelisque, featured in the display.

COTY is promoting Fragrance Fantasies, a Christmas collection of perfumes, toilet water, bath accessories and make-up combinations. Included are "The Skater," a tinsel figure skating atop a full-size box of Air-Spun face powder with a Sub-Deb Indelible lipstick in a complimentary shade, at $2.50; and, for youngsters, "Drummer Boy," whose uniformed body is a Twistick solid cologne and his drum a box of dusting powder, at $3.

A. R. WINARICK, INC. presents an alligator-grained stitchless wallet with two card compartments and a secret money pocket, free with the purchase of a 4-ounce bottle of Jeris Hair Tonic at the regular price of 53 cents. A Robert

Free wallet offer

Gair Co. folding carton boot holds both in such a way as to give full display to the two items, while taking little counter space. A special lock in the boot holds the wallet firmly in position, and makes it pilfer-proof.

VERONOL

AN ALDEHYDE

Typical Specifications:

PHYSICAL APPEARANCE:	Light yellow liquid.
ODOR TYPE:	Aldehydic; suggestive of a mixture of higher aliphatic aldehydes.
SOLUBILITY:	10 parts soluble in 100 parts 80% Ethyl Alcohol.
STABILITY:	Stable in soaps, cosmetics and perfumes.
REFRACTIVE INDEX $n\frac{20}{D}$:	1.4525
SPECIFIC GRAVITY $\frac{20}{20}$:	0.8500
SUGGESTED USES:	As an ALDEHYDE TOP NOTE . . . 1/10 to 1/2%. *Extremely powerful*, it is an interesting addition to existing fragrances to add life and improve character of bouquet.
QUALITY:	Highly purified for use in fine perfumes. Held to rigorous specifications by our control laboratory.

Note these additional VERONA specialties

BERGAMOT SYNTHETIC P-1104 • RESEDALIA

CYCLAMAL • FLOWER OIL WHITE LILAC

Sole representatives in the United States for: J. & E. SOZIO, GRASSE, FRANCE

RESINOIDES • NATURAL ABSOLUTES • ESSENTIAL OILS

VERONA

PRODUCTS BUILD SALES FOR *Your* PRODUCTS

Aromatics Division

VERONA CHEMICAL COMPANY

Plant and Main Office: 26 Verona Avenue, Newark, N. J.

1210 Rosedale Avenue, Chicago, Ill.

THERE'S *Design* IN FRAGRANCE TOO!

It is by brilliant design as well as imaginative artistry that a perfume meets with success in today's market.

The master perfume chemists of van Ameringen-Haebler, Inc. know markets, know perfumes, and are skilled in the creative arts of perfumery. Their guidance can help you design your next success.

MANUFACTURERS AND CREATORS OF THE FINEST PERFUME MATERIALS

van ameringen · haebler, inc.

521 WEST 57th STREET NEW YORK 19, N. Y.

LONA DUVAL, INC. is marketing LD4 Creme, described as a non-greasy, water-miscible compound formulated to counteract the "adverse" effect of soap and alkalis and solvents on skin conditions. Promotion stresses that the product restores the skin's protective acid mantle within seconds after rinsing, thus protecting the skin against bacteria, fungi and other outside forces. Distribution is through drugstores and beauty parlors. A 4-ounce jar sells for $2.25, a one-pound jar for $6.

THE VIDRIO CO., a division of Grand Sheet Metal Products, is introducing the Vidrio Sweet Six Hair Glamour Kit, containing "everything" for the hair. It features three Helene Curtis

Hair kit

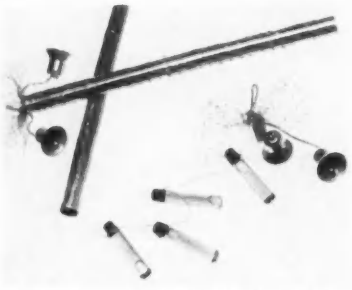
products: Shampoo plus Egg, Creme Rinse and Suave Hair Dressing, as well as the Vidrio electric Hair Dryer, a card of 72 Lady Lora bobby pins, a plastic Magicape for protection while washing hair. The combination comes in a 3-color self-display container.

BYMART-TINTAIR is introducing its newest hair tone, Lustre Brown Mink, a soft brown claimed to be sufficiently neutral to match any skin tone. The color is backed by a national advertising and publicity campaign in newspapers, radio and TV.

COTY offers Disque d'Or, a new loose-powder compact with a hidden watch-type hinge; it is claimed to be completely spill-proof. The golden vanity is protected by a light transparent coating. The price is $2.

GOURIELLI is launching an after-shave cream for men called Tone. It is said to contain Lacto-Flavine, multiple milk proteins. Packaged in a red and black, 2 oz. jar, it sells for $1.50.

DERMETICS has a companion for its "Velvetized" Lipstick, Liquid Cheek Color, whose single color is said to blend with all complexions and every shade of the lipstick. Six rosy bottles are shipped in a jet black display. The price is $1.



Chess' Sceptre holds four bath oil vials

MARY CHESS' Christmas Sceptre of Roman Bath Oil holds four golden-capped special-size vials of Roman Bath Oil in different fragrances. The Sceptres are covered with sequin-sprinkled netting, have a bow and two golden bells. The price is $2.50. Another Chess package, Spillproof Perfume Bottle, has been dressed up with a flame printed on a crystal-clear acetate background to give the effect of a Christmas candle. It retails for $3.

GLO-RNZ, INC. has redesigned its Glo-Rnz Professional Hair Tint Rinse package, distributed through some 1,000 beauty supply houses throughout the country. Stock 2 oz. oval Owens-Illinois Glass Co. bottles have measuring marks on the label, thus permitting the user to pour exactly the correct amount. Hair coloring comes in one-application envelopes. The product is available in 12 shades. Each kit, retailing for $1, contains enough supplies for one-dozen applications.

AMOLE, INC. is distributing Hair Sheen, a hair conditioner for use after shampooing and before setting. It contains lanolin and hexachlorophene for deodorizing and control of dandruff. A 12-ounce aerosol container with red plastic cap sells for $1.50.

NORTHAM WARREN CORP. is introducing a new, large 6-ounce size of Cutex Oily Polish Remover at 49 cents. A new lanolin ester formula, it contains no acetone. A 12-package shipper doubles as display container.

LADY ESTHER is backing its new combination offer of $1 Hormone Cream plus free 29 cent 4-Purpose Face Cream with a heavy advertising campaign. The firm also offers a 6-unit counter display of the $1 size Hormone Cream.

MARY CHESS will hold its fourth annual Cream Body Massage promotion from December 27 through January 31. During that period, an 8-ounce, $2.50 bottle of Cream Body Massage will sell for $1.50, a 75-cent dispenser cap for 50 cents.

REVLON's new Quick-Dry is described as a non-smear nail spray that dries nail polish in seconds, giving it a protective coating and a lustrous finish. Mildly antiseptic, it is also said to soften roughened cuticles. An aerosol can sells for $1.25. Distribution of the product, which was formerly confined to beauty salons, has been expanded to retail stores.

CHRISTIAN DIOR PERFUMES CORP. has added 32 ounce sizes to its Eau de Toilette line, including Miss Dior and Diorama scents. The extra large bottles sell for $37.50; the 2 oz. bottle is $3.50, the 4 oz. one $6.50.

ELIZABETH ARDEN's new fall make-up shade is called Parma Violet. It comes in Cream Rouge, Nail Lacquer and indelible-type lipsticks, as well as in the Duet lipstick, together with a Parma Violet Plus stick.

HARRIET HUBBARD AYER Hand Cream in the 10 oz. jar, which usually sells for $2.50, is on its annual special price sale at $1, through January 31.

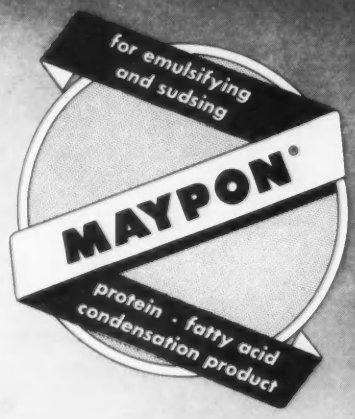
SUPERIOR PRODUCTS CO. coats its bottles with nail polish to make each container its own color chart. Made according to a new formula, the polish contains silicones for better color depth and improved wearing quality. It comes in

Bottle top has dab of real polish

any of 18 shades, in an Owens-Illinois Glass Co. bottle with small waist and big base. Price is approximately 10 cents, except pearls and pastels, which are priced to retail at about 15 cents.

RICHARD HUDNUT's DuBarry Penetrating Balm with hormones, vitamins, and lanolin, said to be a $2 value, is selling for $1.25 through November.

for



MILDER COSMETICS

MAYPON 4 C

A HIGHLY PURIFIED
PROTEIN—FATTY ACID—CONDENSATE

satisfying the Draize-Woodward eye irritation test in all concentrations

ANIONIC • LIME STABLE • HIGHLY SUDSING

Specifications

Form and color	Light tan clear liquid
Specific gravity	1.070 to 1.090
Solids	35 to 37%
pH	6.3 –7.3
Active Ingredients	(approx.) 33 to 35%
Solubility in water	In all proportions
Iron	Less than 20 p.p.m.

Applications

Shampoos

Permanent cold wave solutions

Liquid bath preparations

Cosmetic creams

MAYWOOD CHEMICAL WORKS
MAYWOOD, NEW JERSEY
ESTABLISHED 1895

The Editorial - "WE"

Where Should Tax Be Collected?

FOR several months, we have been living with the reduced excise tax, and certainly everyone is thankful that the levy is now ten per cent instead of twenty. With Christmas shopping close, sales of high-priced beauty products, particularly perfumes and gift boxes, will no doubt increase considerably, and such sales are the ones that will probably feel the most favorable effects of the reduction of excise tax. As our readers know, the National Assn. of Retail Druggists has been firm in its conviction that the cosmetic excise tax should be levied at the manufacturers' rather than the retailers' level, and now comes word that the National Beauty and Barber Manufacturers' Assn. has appointed a committee to consult with other associations on the advantages and disadvantages of substituting the manufacturers' tax for the present one.

A meeting of committees from various associations is most desirable; we can see nothing but good from an interchange of ideas, even if it should not result in a meeting of the minds. But once again we should like to raise our voice in order to express the dangers of the manufacturers' tax. The cosmetic tax is a good-grooming tax; let us not deny that. It is predicated on the idea that cosmetics are luxuries, that the woman can take them or leave them, and that if she chooses to take them, she should be penalized with an extra tax that she would not pay if she were buying a dress or a hat. Now, this idea is wrong, it is dangerous, and it should be fought. It is not to be fought because it penalizes an industry (which it does); it should be fought because it is based upon a concept of cosmetics that is outmoded, that is mid-Victorian, and that has no realistic relationship to things as they are. It is a tax, not upon one industry, but upon the American woman.

Some have argued that collection of this tax at the manufacturers level would save administrative work, cut through red tape, and aid hundreds of thousands of retailers without seriously adding to the work of the manufacturers. This is essentially true, but how unimportant, how secondary, when compared to the basic issue: *the tax itself is wrong!* The principle of a tax on good grooming, at a time when American economy does not require a general tax on all purchases, is indefensible.

The effect of placing this tax on manufacturers, we believe (and we hope that history will never have to prove us right or wrong) would be to cripple the struggle for complete repeal, make the American woman less and less aware of the existence of the tax, and possibly cause inflationary trends in the industry, to the detriment of retailers as well as consumers.

Cosmetic Chemists Form New York Branch

CONGRATULATIONS to the Society of Cosmetic Chemists and to their New York members, who have just formed a New York branch. We attended the first meeting, lively and spirited group, and we came away confident, as were so many others, that another step forward in the advancement of the professional status and scientific knowledge of the cosmetic chemist had been taken.

Prices of Oils Are on the Rise

THE past several weeks have been characterized by some rather alarming rises in the prices of several important essential oils and their derivatives. The exact causes of such increases are difficult to determine. No doubt there have been some shortages at the points of origin; in some instances, there may be manipulation, cornering of market, speculation, holding back of merchandise. Fortunately, manufacturers who must compute their costs on more stable and foreseeable events are not yet seriously affected by these trends. The very stable and steady prices of the total synthetics make a major contribution toward keeping perfume prices from skyrocketing under conditions like those now being experienced. Exactly where the present inflation will end, no one can predict; but we doubt very much that prices will reach the dizzy and unhealthy heights of the early 1940's.

U.S.A. Stands High In Cosmetic Prestige

WE have long noted that both consumer and industry abroad look to American cosmetics as having standards worthy of emulation. An American name on the product carries a prestige abroad that can only be compared to "Imported from France" on the label of a perfume sold in this country. Sometimes a formulation of a finished product comes out of America that can hardly add to that prestige; and occasionally, alas, such a product is even placed upon the market by a major firm. Now, in the interesting pages of *Soap Perfumery and Cosmetics*, that very lively British journal, the editor protests against the snobbery that places a premium on anything originating in the United States. Some American products are very good, he concedes, and some have been deplorable. "The truth is that the technical merit of a cosmetic depends largely upon the ability of the technologist—and certainly not on his nationality." We agree with this, and believe it is high time these words were spoken. This is not to deny, however, that the scientists and technologists in a given field in one country may be working with different backgrounds, orientations, influences, edu-

Ilaron

A new quality of alpha iso methyl ionone.
Its splendid orris-violet odor will
impart vibration to your compositions.

POLAK & SCHWARZ

Unexcelled
quality

Ask for our pricelist for aromatic chemicals

Polak & Schwarz Inc., 667 Washington Street, New York - 14 (N.Y.)

cation, technical facilities, instruments, raw materials, and other factors that can and do affect the quality of their products. A cream or lotion is not good merely because it is made in the United States, any more than a perfume is first-class merely because it is imported from France. But we do believe that American cosmetic firms have at their disposal greater research funds, facilities, personnel, instruments, and other aids, and that by and large this has been reflected in the quality of the products placed upon the market. Call this snobbery, or call it salesmanship, as you please. We choose to call it facts.

World Congress Held On Surface Active Agents

TO say that this is the age of specialization has become so trite that one blushes to repeat such words, but this in no way detracts from their truthfulness. That this specialization is now combined with an age of international scientific collaboration is something new, technically exciting, and very promising. These are the thoughts that come to mind as we read of the First World Congress on Surface Active Agents, recently held in Paris. When an industry grows with the rapidity of the surface active or synthetic detergents, it is time for the scientists to recapitulate to each other, to take note of the orientations and advances in various countries, to establish firm international relationships. We hope that this was accomplished by this First Congress, and we shall report its achievements more fully in our columns in the near future.

Shocking Is the Name For Elsa's Story

THE life story of Elsa Schiaparelli has just appeared, and of course bears the title of *Shocking Life*. Certainly one of the most dynamic women of our times, Schiap (as she calls herself in this book) became innovator in fashion, color, perfume, and almost everything else to which she put her enchanted hand. In perfume, she did more than lend the name of a great fashion artist to a line of beauty products, but designed a bottle which symbolized the unity of these two arts, and then made her beloved shade, shocking pink, synonymous with a beloved package. We hope her book will be read by all her colleagues (we hardly dare say competitors, in talking about someone loved like Schiap), and that it will be followed by the stories of others who have been equally dedicated to making ours a more fragrant and lovely-looking generation.

Small Business Can Survive

THERE is an increasing fear in American political and economic circles that small business continues to lose ground to big corporations and to merger movements, and that the decline of small business is an unhealthy factor for this country. It is interesting to note, in this respect, that the smaller business enterprises may find a permanent foothold in cosmetics, beauty aids, chemical specialties, and related products, such as cannot be found in steel, automobile, and other fields. The entire cosmetic industry—despite the billion dollar figure which we proudly cite—is a small industry. Furthermore, it is divided into a number of subsections or groups, in each of which there are many leading firms that play little or no role except for a few products. The challenge to small business in the cosmetic and related fields must come primarily from merger, consolidation, and entry into such fields by relatively large companies. A firm could be a major factor in the manufacture and sale of dentifrices, and still be a small business as the latter is judged by American economic standards; however, when the dentifrices are but one department of a gigantic soap house, this picture is altered. An analogous situation could be drawn in lipsticks and other products. Nevertheless, a cosmetic firm specializing in one or two products and doing a volume of business of over a million dollars a year becomes an important supplier in that product, and yet remains in the category of small business. We firmly believe that the many such companies now in existence can continue to thrive, and that they will be joined by more such firms in the years ahead. Some of these companies will no doubt be absorbed by larger houses, but others will remain on the scene, too important to be ignored.

A Rose by Any Other Name

YOU can't believe everything you read in the papers, one oftens hears said. So that, before we pass hasty judgment on some scientists who recently gave a learned paper on olfaction before the American Chemical Society, we should like to verify that they said what was reported by one of our contemporary technical journals. These gentlemen, it is said, "supported the theory that smell depends on some physical property of the odorant interacting with a physiological receptor when they reported that two chemicals of widely different structures, diphenylmethane and alpha-terpineol, had almost identical smells." No comment from the nose department.

Dermatology Stressed In S.C.C. Program

THE emphasis on physiology and dermatology that has marked recent scientific sessions and which, in our opinion, is one of the most healthy and significant developments on the American cosmetic scene, continues to be felt. Now there comes to our desk the program of the December meeting of the Society of Cosmetic Chemists. In a single day, among other papers, will be found discussions of silicone compounds in dermatology, epidermal differentiation, effects of soaps and detergents on skin physiology, skin penetration and absorption, and physiology of hair growth. This is a session that deserves the attendance and careful attention of every chemist engaged in formulation and manufacture of cosmetics.

Criticizes Comparison of British, U. S. A. Cosmetic Sales

THE following letter, addressed to THE AMERICAN PERFUMER, has been received from J. M. Cannon, of Croda Inc.:

The writer notes with great interest in your column, "The Editorial—WE." mention of the fact that total sales during a recent twelve-month period in relation to the British cosmetic industry amounted to twenty-three million pounds Sterling which, when translated into American dollars amounts to less than 10% of what the American industry sells.

Allowing for the fact that sales in the U.S.A. now exceed one-billion dollars per annum and allowing, also, for the straight conversion of twenty-three million pounds into dollars at the prevailing rate of $2.81 to the pound, this would certainly be the case; but the article is grossly misleading inasmuch as the twenty-three million pounds purchases a vastly greater quantity of cosmetics than does its equivalent dollar amount in the U.S.A. The writer has some experience in both countries and would hazard that twenty-three million pounds worth of cosmetics in the U.K. would amount to at least three times its equivalent amount of United States cosmetics.

This is, of course, a fairly small point, but the writer does feel that the practice of assessing dollar sales versus pound Sterling sales, as such, is to be discouraged as the resultant picture is always hopelessly distorted.

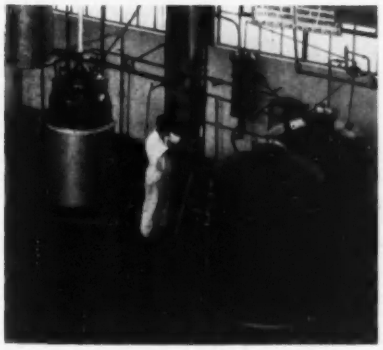
Yours very truly,
J. M. Cannon

Essential oils now exported from Cyprus to world markets

CYPRUS is an island of warmth and flowers. Rose, Bay Laurel, Myrtle, Cistus, Thyme, thrive in the perfect weather. But the ideal climate and soil combine to create especially favourable conditions for growing citrus fruit. Before World War II the export of this fruit was the island's chief source of income.

A problem solved with imagination

When the war put an abrupt end to this export trade the firm of Lanitis Bros. tackled the problem with imagination and foresight. They saw an opportunity to revolutionize their industry by treating the fruit, on the spot, for its essential oils.



Extractor equipment—Here is a corner of the plant for extraction of flower oils by means of volatile solvents.

Their senior engineers visited the U.S. and gained a thorough understanding of the industry. They bought and shipped to Cyprus the finest modern American machinery to be obtained, including extractor plant and equipment for deterpenation, distillation and expression. The new industry was under way!

Modern production methods

The annual production of lemons in Cyprus is about 45 million fruits of which, now, one-third are teated locally for juices and essential oil. Lanitis Bros.' cold-pressed lemon oil, produced in their ultra-hygienic, modern plant, compares favourably with any in the world. Its citral content averaging 4%, constant laboratory supervision during production assures uniform quality and purity.

A variety of fine quality oils

Amongst Lanitis Bros.' many other important products are an exceptionally fine quality orange oil, and a lavender oil derived from English or Mitcham lavender. Their origanum oil enjoys an especially good reputation in England, where it has been known for 20 years for its very high aldehyde content of 75 to 78 per cent. Lanitis Bros.' Otto and rose concrete, from the Rosa Damascena, their neroli and petitgrain bigarade, and, not strictly an oil, their labdanum from the cistus plant, are all extremely high class products.

General view of the Limassol plant of Lanitis Bros. Ltd. This plant is equipped with all the latest American-built machinery and processes many million fruits and flowers every year.

Lanitis Bros. have ceated a vast new industry, which is still developing, and have built up an enviable reputation for producing the very finest essential oils.

For further information and samples of

LANITIS

ESSENTIAL OILS

Please contact our

Sole Agents and Distributors for the United States

The Calvert Mills Co.

44 Whitehall St., N. Y. 4

Lanitis Bros. Limited,

17 Roosevelt Avenue, Limassol, Cyprus

Hints

for Improving Production

Ultra Fast Dissolver

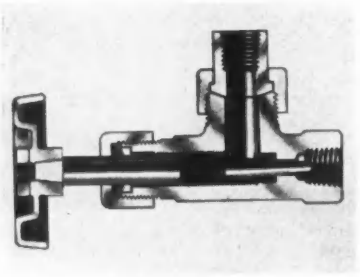
A laboratory version of its ultra fast dissolver which can be used for small scale production work is announced by the Cowles Co.

Joining Porcelain Enameled Pipe

A joining method for porcelain enamel lined pipe that opens up wide fields in chemical processing has been developed by Barrows Porcelain Enamel Co. The new method uses a porcelain enamel coated insert of light gauge metal. The heat of the welding operation fuses the glass coating of the insert to the glass lining of the pipe.

Needle Valves

A new line of forged needle valves with universal outlets featuring



Forged needle valve

micrometer thread stainless steel stems for fine metering is announced by Carpenter Valve Corp.

Speed Control for Trucks

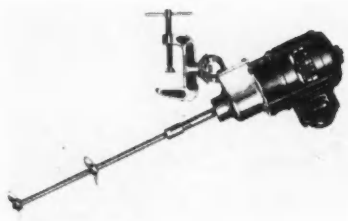
A new butterfly speed control device for use on operator-led industrial trucks is announced by the Automatic Transportation Co. Simple depression by the thumb, it is stated, controls two speeds forward and two reverse speeds.

New Fatty Acid

A new fatty acid, the saturated C-22 acid, Behenic acid and also known as Docosanoic acid, has been added to the line of cosmetic raw materials offered by the Aceto Chemical Co., Inc. The new fatty acid is of particular interest because of its higher melting point of 80 deg. C. This is about 10 deg. C higher than stearic acid and is of particular interest in applications where a higher melting fatty acid is desired. A technical bulletin describing it in detail will be sent on request.

New Adjustable Shaft Mixer

A newly designed adjustable shaft portable mixer has been added to the

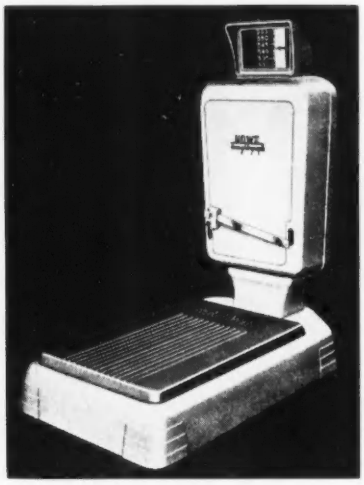


Portable mixer

portable propeller type mixers manufactured by the Alsop Engineering Corp. It features an outboard ball bearing support. The outboard bearings are of the self aligning type prelubricated and sealed against lubricant drip and leak. A hollow tube and chuck arrangement using a locking sleeve provides quick positive shaft adjustment which, it is emphasized, does not loosen or jam. The two balanced three-bladed propellers are movable over the full shaft length to allow exact adjustment for the best mixing results consistent with the batch depth. Many types of propellers are available for special purposes, including saw toothed types, cut-out types, perforated types, collapsible types, cage beaters, etc. This adjustable shaft model mixer is equipped with the Alsop multiple mixing action clamp which permits the shaft and propellers to be rotated 360 deg. horizontally and 90 deg. vertically, allowing any position for the best mixing action. The mixer is available in direct drive or gear drive models in sizes from 1/20 hp to 7½ hp.

Self Contained Weightograph

A new streamlined automatic weighing unit featuring projection type of weight indication is announced by the Howe Scale Co. The exact weight is flashed on a teleview screen for instant weighing at a glance. It incorporates the use of a precision chart on micro-



Automatic weighing unit

film. The figures and gradations are magnified 28 times their original size. Full details about the weightograph, as it is known, will be sent on request.

Processing Literature

Supervising Salesmen in a Buyers' Market is the subject of a new report by the Dartnell Corp. which shows how executives are creating sales by coaching and developing their salesmen. Full information about it and its cost may be had by writing to the company.

Fractionation, Absorption, Extraction Distillation and Evaporation plants are described in a bulletin issued by Process Plants Engineering Co.

The Dynamics of the Soap Industry is the title of a neatly printed brochure based on a talk given by Roy W. Peet, manager of the Assn. of American Soap & Glycerine Producers Inc., at Rutgers University. A copy of the interesting booklet may be had by writing to the association.

Personnel materials for business and industrial use are covered in a catalog issued by Science Research Associates. Items in the catalog may be useful in selecting employes, in increasing their performance and in reducing turnover. Copies are available on request.

Lockers, ladders, steel shelving and storage and maintenance equipment made by the Precision Equipment Co. are adequately described in a 24-page catalog issued by the company.

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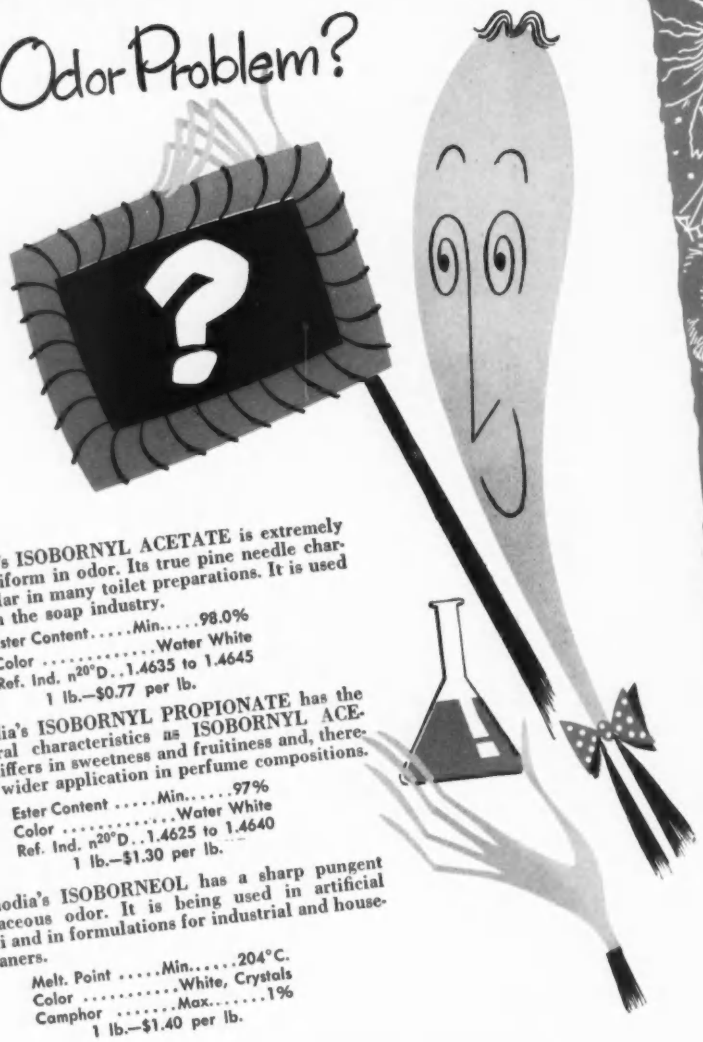

Rhodia's ISOBORNYL ACETATE is extremely stable and uniform in odor. Its true pine needle character is popular in many toilet preparations. It is used extensively in the soap industry.

Ester Content.....Min.....98.0%
Color .....Water White
Ref. Ind. n^{20}°D..1.4635 to 1.4645
1 lb.—$0.77 per lb.

Rhodia's ISOBORNYL PROPIONATE has the same general characteristics as ISOBORNYL ACETATE. It differs in sweetness and fruitiness and, therefore, has a wider application in perfume compositions.

Ester Content .....Min.....97%
Color .....Water White
Ref. Ind. n^{20}°D..1.4625 to 1.4640
1 lb.—$1.30 per lb.

Rhodia's ISOBORNEOL has a sharp pungent camphoraceous odor. It is being used in artificial Patchouli and in formulations for industrial and household cleaners.

Melt. Point .....Min.....204°C.
Color .....White, Crystals
Camphor .....Max.....1%
1 lb.—$1.40 per lb.

Write today for complete information on ISOBORNYL ACETATE, ISOBORNYL PROPIONATE and ISOBORNEOL and a catalog listing Rhodia's products.

Rhodia INC.

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PLANT: PATERSON, N. J.

Flavor Section

Some Flavor Developments in 1954

Synthesis of citral reported . . . Components of malabar black pepper oil . . . Symposium on chemical aspects of flavor and odor perception

MORRIS B. JACOBS, Ph.D.

FOR some time there have been unsubstantiated reports that citral could be synthesized by a process which could be performed on a commercial scale. It has now been reported that citral has been successfully synthesized in the research laboratories of Hoffman-La Roche.

No details of the synthesis have been revealed by this firm but it has been intimated that a derivative of acetylene is the starting material and that consequently the synthesis is a development of acetylene chemistry.

It is well known that this firm is a manufacturer of vitamin A and that citral obtained from lemongrass oil has been the starting material for the synthesis of this vitamin. Because of uncertainty in the sources of supply, since lemongrass oil is obtained from India, Guatemala and other countries, there has been a great interest in a synthesis which would eliminate unreliable sources. Citral is also a raw material for the manufacture of ionone, methylionone, and other related compounds.

Among the by-products which it is expected will be produced in this process is linalool. While this material does not have the wide flavor use of citral, it is a relatively common perfume and flavor ingredient.

While the synthesis of citral has been shown to be practical, it is probable that it will take from one to two years to put this process into commercial production. This is not an unusual length of time.

Black Pepper Oil

Investigators of the U. S. Army Quartermaster Corps at the Philadelphia Quartermaster Depot and of the Evans Research and Development Laboratories of New York have previously detailed their work in connection with the identification of alpha-pinene, beta-pinene, l-alpha-phellandrene, DL-limonene, piperonal, dihydrocarveol, beta-caryophyllene, and a piperidine complex from pepper oil.

Hasselstrom, Hewitt, Konigsbacher, and Ritter continued their studies and have identified additional components. They separated the steam-distilled oil into acidic, basic, and neutral fractions. They removed the monoterpene hydrocarbons from the neutral fraction by fractionation under vacuum. The remainder of this fraction was separated into oxygenated compounds and hydrocarbons by means of chromatography on alumina. The oxygenated compounds were treated with boric acid to obtain the alcohols as borates and with Girard T reagent to separate the carbonyl compounds. They separated the remaining unreacted portion of the oil by additional distillation.

By these methods they isolated phenylacetic acid, epoxy-dihydrocarophyllene, cryptone, piperidine, an alcohol $C_{10}H_{18}O$, two compounds $C_{15}H_{24}O$ and $C_{15}H_{26}O$ which are probably sesquiterpene alcohols, an azulene, a compound $C_{15}H_{32}O_4$ probably a precursor of caryophyllene, a compound $C_{10}H_{10}O_2$, and possibly citronellol.

By experiments similar to those detailed in the literature for clove oil, these investigators proved that the caryophyllene they isolated was a secondary component which was formed during the steam distillation. They stressed that the isolation of piperidine was significant because there had been a controversy concerning whether or not pepper oil contains piperidine or methyl pyrroline.

In addition to this work, a study of the fixed oils was also made. Here too acidic, basic, and neutral fractions were prepared. The acidic fraction yielded lauric and stearic acids and the basic fraction gave a compound $C_{18}H_{28}O_6$, which melted at 71 to 72 deg. C. The neutral fraction was treated chromatographically using alumina and in this way a compound, $C_{22}H_{39}ON$, probably a piperidide, a compound, $C_{20}H_{34}O$, which gave a digitonide and a crystalline acetate were isolated.

These results were reported before the Division of Agricultural and Food Chemistry at the September meeting of the American Chemical Society held in New York City.

At this 126th meeting of the American Chemical Society a symposium on the chemical aspects of flavor and odor perception was held. Ten papers relating to this topic were presented.

It has been known for a long time that a given food may taste differently to different people. One report at this meeting indicated that it is possible to find out systematically the tastes of relatively distinct groups of persons.

Certain preliminary studies showed that there are at least ten distinctly different classes of taste reactors into which the general public can be divided. These groups can be identified by a simple chemical-physiological test. Each of these groups has distinct food preferences probably because each given food causes a different taste sensation in each group.

According to Dr. Arthur L. Fox, research director of the Colgate-Palmolive Company, Jersey City, N. J., who presented a paper entitled "A New Approach to Explaining Food Preferences," this chemical difference among people is the reason why some persons dislike spinach and sauerkraut whereas others like these foods. These differences in likes and dislikes are due to this chemical-physiological difference and not to environmental conditions, psychological reasons, acquired tastes, or heredity.

If this experimental evidence is substantiated by further work, Dr. Fox stated, there may come a day when groups of persons such as Army recruits or students could be grouped according to their chemical taste-test reactions, so that mess sergeants, dieticians, and others in charge of food selection can plan more pleasing menus.

Most references to taste, Dr. Fox reported are inadequate because they include not only true taste but also flavor or aroma as it is sometimes termed. In addition, most foods usually stimulate more than one true taste at the same time. This is no new idea to my readers for I have stressed the complexity of the flavor sensation many times in this section of the *American Perfumer*.

To overcome this difficulty, Dr. Fox employed two chemicals that are odorless but are deemed to have true taste sensations. One of these was phenylthiocarbamide or phenylthiourea, $C_6H_5NHCSNH_2$, which tastes exceedingly bitter to some people and causes no taste sensation in other people. The second chemical used was sodium benzoate which appears to taste differently to individuals tasting sweet, sour, bitter, salty and even tasteless.

Random subjects were divided into two large groups, namely "bitter" and "tasteless" by first testing with phenylthiocarbamide. Using sodium benzoate, each of these larger groups could be subdivided into five sub-groups, namely, bitter-sweet, bitter-sour, bitter-bitter, bitter-salty, and bitter-tasteless on the one hand and tasteless-sweet, tasteless-sour, tasteless-bitter, tasteless-salty, and tasteless-tasteless on the other. Four of these groups comprised 76 per cent of all the subjects tested.

All of the subjects, without reference to their taste-test groupings were asked to express their like or dislike for nine foods among which were sauerkraut, buttermilk, turnips, and strong cheese, in order to establish a normal baseline.

In Dr. Fox's opinion, "If pure taste is a determining factor in food preferences, then differences should be found in the food likes and dislikes among the classes as determined by the chemicals alone."

When the subjects' food likes and dislikes were examined according to their grouping by the chemical taste test, this proved to be the case, according to Dr. Fox. Each group varied markedly from the over-all normal for at least some foods. For instance, the sauerkraut preferences of the entire group of subjects showed that about 20 per cent liked it and 56 per cent did not like it, with the remainder of the group indifferent. In the "bitter-salty" group, only 17.3 per cent liked sauerkraut while 82.4 per cent did not like it.

Since there are these ten groups, panels of expert food taste-testers should include a representative of each group but, Dr. Fox suggested, special weight should be given to the opinions of experts from the four major subgroups mentioned above. He advised that companies arranging for the sale of a new food or beverage should make certain that the new food or beverage is acceptable to these four important sub-groups.

The diversity of opinion concerning the taste sensation was emphasized by another research worker in taste, Dr. Hubert Frings, professor of zoology at the Pennsylvania State University who told this symposium in presenting his paper on "Gustatory Stimulation by Ions and the Taste-Spectrum" that the classic division of taste into four primary sensations, saltiness, sweetness, sourness, and bitterness is a misleading oversimplification.

Dr. Frings, by studying taste responses in roaches, caterpillars, rabbits, quail, and also men, found that the differences in taste really reflect differences in the power of various substances to stimulate the taste-receptors.

These investigations appeared to indicate that different substances form an entire spectral series like colors with none of the tastes apparently more fundamental than others when these substances are lined up according to their receptor stimulating ability.

Additional developments in the flavor field will be reviewed in a subsequent article.

News Reports

Harry A. Haus, vice-president of the George W. Luft Co., presents a check of $31,307.25 to Lt. Col. F. J. Hurley, Commanding Officer New York Chemical Procurement District. The check is a voluntary refund to the government for savings on the production of detection devices for the Army Chemical Corps.

George W. Luft Co. Returns $31,307.25 to Government

The George W. Luft Co. has presented the Army Chemical Corps with a check for $31,307.25 as a voluntary refund on a contract successfully completed for production of devices for detection of toxic chemical warfare agents. The check was presented by vice-president Harry A. Haus.

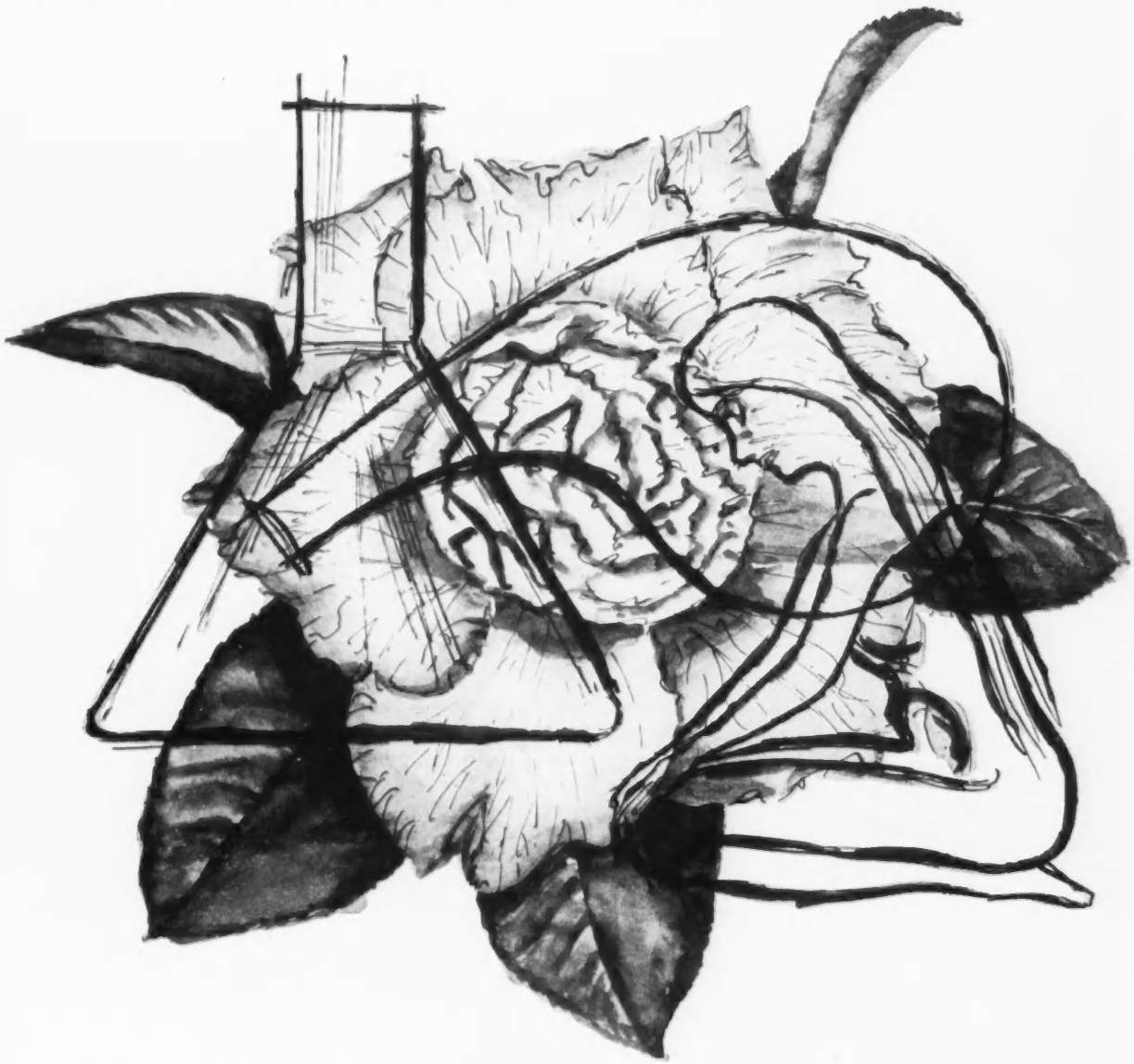
Better Business Bureau Urges Check on Perfume Advertising

All publishers have been urged by the National Better Business Bureau to carefully examine all perfume advertising submitted to them by unknown companies during the pre-holiday season. Several promotions last year were based primarily on fictitious price claims.

To avoid such a recurrence, the Bureau recommends that where any question arises as to the validity of a price quotation, the advertiser be required to submit names of a substantial number of representative stores in various locations through the U. S. in which the perfume has been and is currently on sale in the regular course of business at the advertised price.

HAVE YOU CONSIDERED MODERNIZING YOUR CREAMS?

Consider the tremendous and relatively untouched market for all manner of treatment creams and face packs. From earliest antiquity women have used them yet today their sale is relatively small. Creams currently on the market could stand a reappraisal; many need a "new look" in packaging; there is room for new products—improved products . . . Better perfuming may be the key to a product's success—an especially selected perfume, properly shelf-tested for stability, odor quality, package reaction (plastic, aerosol, etc.) and ultimate satisfaction. ROURE-DUPONT can assist you in the actual creation of a product to its final perfuming. Our laboratories are at your disposal to make up samples for you of new and different creams, effective and attractively perfumed.



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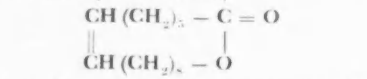
Flavored Notes

STRAVIS TONG in an article in *Soap, Perfumery and Cosmetics*, 27, 716 (1954), concerning cyclohexadecenolide (Ambrettolide)



says that macrocyclic compounds such as Ambrettolide are also of value in the preparation of flavor formulations. Macrocyclic compounds probably have an influence in flavors similar to that which they exert in perfumes. The amount to be used, however, has been found by experience to be considerably less. The exact quantity to use in any flavor composition is entirely dependent on the type of flavor. For instance, Tong states, citrus flavors require much less than soft fruit flavorings.—*M. B. J.*

Fruit, Syrup Mfrs. Assn. Names Officers, Forms Program

The National Fruit & Syrup Mfrs. Assn., at a special meeting, acted upon the new plan of the re-organizational committee and established the following board of directors:

President, Arthur H. Melnioff, Trufruit Syrup Corp.; vice-president, S. M. Berman, M. R. Blackman Co., Inc.; secretary and treasurer, S. B. Thomas, Limpert Bros.; corresponding secretary and counsel, John S. Hall.

Directors: S. B. Thomas, Limpert Bros., Inc.; J. Kniffen, The Standard Fruit Product Co.; Miller Winston, Blanke-Baer Extract & Preserving Co.; J. Abrahams, E. B. Evans Co.; J. Leslie Sweetnam, Murray Co.; R. A. Simonet, Robert A. Johnston Co.; W. S. Conway, Richardson Corp.; R. T. Benjamin, Leeben Chemical Co., Inc.; W. H. Hottinger, Bowey's, Inc.

A complete educational program was instituted to bring the various schools and universities accurate information regarding the many uses of fruits and syrups in line with their courses on the manufacture of ice cream, dairy products and similar products.

A technical advisory committee was established for the purpose of raising the standards of quality, quality control and closer cooperation with the many suppliers of raw materials. A publicity committee will supply all trade magazines, food editors, dieticians and many others with up to date information regarding new items, new recipes, etc.

Closer cooperation with all government agencies has been planned.

The meeting closed with the acceptance of four new members.

Spanish Oil Production Down, Fritzsche's Wesemann Reports

Essential oil production in Spain has been hampered by generally unfavorable weather conditions, H. P. Wesemann, first vice-president of Fritzsche Brothers, Inc., reports following a six-weeks' business trip to England, France, Germany, Austria, Italy, Switzerland and Spain. Mr. Wesemann notes that Spanish essential oil prices have advanced as a result of the climatic conditions.

He observed that the identical factors—weather and labor—that affect the availability and cost of oils produced in Pennsylvania, Indiana or California, are responsible for the supply and prices of oils produced abroad. Even with labor averaging only 80 cents per day in Spain, the scanty supply of oils produced in drought-ridden areas of the country bring much higher prices than when favorable weather creates lush supplies.

Mr. Wesemann also states that England's economy appears to be well on the way up, and that Western Germany's business outlook is extremely hopeful.

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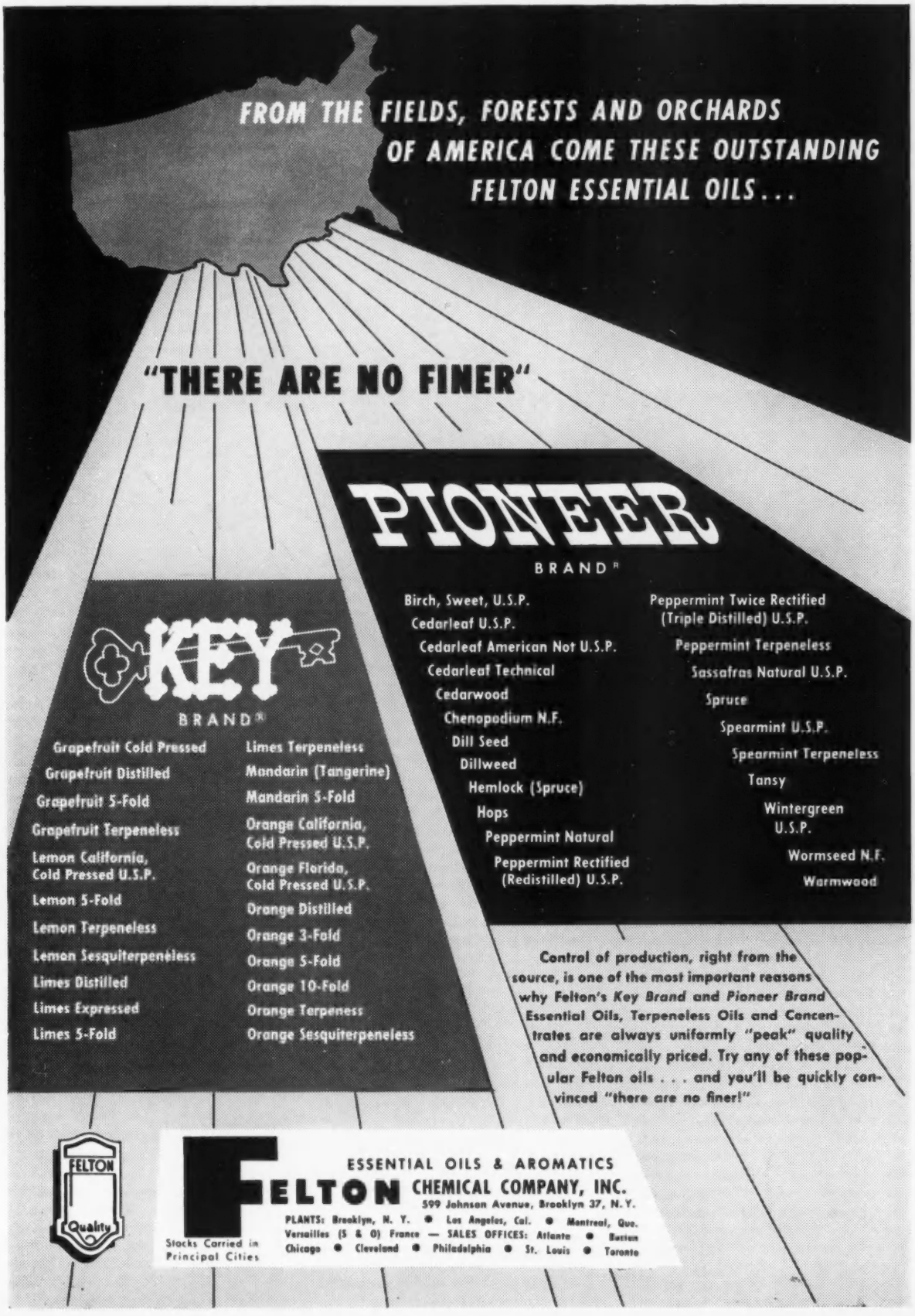
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New Products

and Developments

Polyethylene collapsible tube

New Plastic Tubes and Bottles

Polyethylene collapsible tubes and squeeze-to-use bottles for powders, liquids or semi-solids which are packageable in polyethylene are being made and offered by the Bradley Container Corp. of which Bradley Dewey is founder and president.

Mr. Dewey announced that his firm is the first in the packaging industry to use a 2 million volt electron beam sterilization process for sterilizing the package and the contents at the same time.

The new tubes and bottles are produced by a patented extrusion-fabrication process invented in Switzerland to which the company holds exclusive rights for the United States and Canada.

The company points out that as polyethylene is resilient and chemically inert, the tubes and bottles are free from denting, tearing, cracking of lacquer and problems of corrosion. The Bradley process includes offset printing in multi-colors with sharp registration, it is added. It is also stated that the tubes can be constructed to release one drop at a time, to release the entire contents in one application, to release a fine misty spray, to atomize powders, to release liquids like shampoos and detergents in pin-point streams, and to extrude semi-solids in various forms. Both tubes and bottles are filled through large base openings as compared with neck-filling necessary for blow-molded containers. Bottoms of bottles are sealed with polyethylene discs which are fused by radiant heat and welded to the walls. Tube bottoms are fused under radiant heat and crimped together by cooled jaws. Both bottles and tubes are available in three wall thicknesses and a range of sizes and diameters.

In addition to manufacturing tubes and bottles the company has set up contract filling and sealing operations. By modifications of existing packaging machinery it may be utilized for the new containers.

The new containers can transmit oxygen through their structures; certain complex organic flavorings and essences may permeate through the package walls, some but not all organic solvents escape through the package walls. The company will not take responsibility for packaging results for any material which it has not had an opportunity to test in its own laboratories. Such tests take about five weeks.

Complete details on the new tubes and bottles together with samples may be had on request.

Detergent in Liquid Form

A new liquid form of Nacconol synthetic detergent known as Nacconol SL is being offered by the National Aniline Div., Allied Chemical & Dye Corp. It is said to be light in color with an agreeable characteristic odor, a low haze point, no precipitation at temperatures down to freezing and a low salt content.

Trade Literature

Ising Standard Synthetics for the Winter of 1954 are listed and adequately described in a leaflet issued by the C. E. Ising Corp., Flushing, N. Y.

A supplement to the Encyclopedia of Chemical Technology compiled by Florence E. Wall has been issued. It contains 24 pages and covers shampoos and hair preparations. It is a supplement to Volume 12. A third installment will appear in Volume 13. It is published by The Interscience Encyclopedia Inc., New York, N. Y.

Fritzsche Flavors for Every Purpose is the title of a 20-page illustrated flavor catalog describing more than 30 separate flavor groups embracing a total of over 700 different flavors which has been issued by Fritzsche Brothers, Inc., 76 Ninth Ave., New York 11, N. Y. Distribution is limited to those who buy in wholesale quantities.

Industrial oils and fatty acids made by the industrial oil department of Swift & Co. are adequately covered in an 8-page bulletin issued by the company.

Fatty Acids in Modern Industry is the subject of a new edition of a 24-page catalog issued by A. Gross & Co. It contains specifications and other useful data. copies may be had for the asking.

Plastolein plasticizers manufactured by Emery Industries, Inc. are covered in a thorough manner in a 32-page catalog. Physical properties and performance data as well as other useful information are given.

The Analysis of Alkalies, a new technical and engineering service bulletin, has been issued by the Solvay Process Div., Allied Chemical & Dye Corp.

Studies of Thermal Conductivity of Liquids is the subject of bulletin 46 of the Engineering Experiment Station of Louisiana State University, Baton Rouge, La. Part IV covers a literature survey of ultrasonic velocities in liquids and solutions. Both are available for $1.

The theory and practice of absorption, spectrochemistry, nephelometry, colorimetry, pH measurement, fluorimetry and flame photometry are discussed in a 64-page catalog issued by Coleman Instruments, Inc. A listing of the company's instruments and accesories is included.

The brand of sodium lauryl sulfate known as Pendit WA, produced by Raymond Laboratories, is adequately described in an 8-page leaflet issued by the company. Previously it was made for one large cosmetic manufacturer but now it is generally available.

Soap Section

D.C.M.X. vs. Hexachlorophene

What of the Future?

W. F. LEWIS, B.Sc., M.R.I.P.H.H.*

As the articles by Mr. Lewis published in England are of timely interest quotations from both follow.

Part I

"In these two articles the author seeks to present the facts of the controversy on the above, for inspection, in an unbiased manner; and then to point out how other germicides now coming into use, tend to eclipse each of these contestants.

To sum up these claims and criticisms, the following points are enumerated:

"1. The use of a 'zone' technique for the assessing of the comparative activity of solutions of the antiseptics in soap does not yield an accurate picture of the effect under actual conditions of use. A substance with a high degree of diffusion, having impregnated a disc, is far more likely to give a bigger zone of inhibition of the test organism, than another substance of similar potency but less diffusible. The degree of dryness of the medium on which the discs are placed must be uniform, the type of filter paper used for the disc the same, and the amount of material added to the disc the same in each case. Standard precautions have to be taken with this method and whilst this technique can be applied for such experiments as assay of antibiotics, and the testing of disinfectants in aqueous solutions, little value should be placed on its use for germicidal soap evaluation.

"2. The method of Rideal and Walker or that of FDA, though possible ideal from the point of view of assessing the potency of a germicidal substance in aqueous solution, cannot be used as a means of comparison of these same substances when used in a different medium such as soap.

"3. Use of a swab technique, such as that of Udinsky or the modification by Gemmel, is unsatisfactory due to the possibility of non-removal of all the organisms from the area swabbed and their consequent release when the swab is added to the diluting fluid. At the best swabbing is more qualitative than quantitative.

"4. The method of Cade, using a serial wash basin technique offers the best means of assessing the efficiency of germicidal soaps. Here repeated washing with the test soap over a period of several days, will certainly ensure a more steady concentration of bacteria on the skin, and the consequent washing in five basins far more likely to remove all the residual bacteria than the swab method of single wash. If the counts are taken of the washings in the 4th and 5th basins, there is far less possibility of abnormal results due to excess organisms originally on the skin and removed in the 1st wash.

"5. Whilst G 11 has much to commend in regard to its high activity against Gram + ve organisms, it must not be forgotten that for efficiency against the Gram – ve coli-typhoid group, it is very much inferior to D.C.M.X. It seems therefore, that the environment should be considered when such a germicidal soap is to be marketed; or judgment passed. Obviously for use in toilets, and schools, where contact is made repeatedly with the coli type organism, and there exists a possibility of contamination with coli-typhoid bacteria, then D.C.M.X. is indicated and a soap containing this material would be ideal. On the other hand, in operating theatres and hospitals generally, where wounds are being dressed, the most important organism here is Staphylococcus aureus not Eberthella typhosum. Washing of the hands before operation, is to safeguard against this former organism and similar pathogens. It is well known that E. typhosum has little significance in a wound. Hence the necessity for a soap containing G 11.

"6. From the point of view of toxicity and price D.C.M.X. has an advantage over G 11. It is much cheaper and less toxic, though its activity is inferior to that of G 11.

"7. Use of a soap containing a germicide, whether D.C.M.X. or G 11 will not guarantee 100% sterility of the skin after only one wash. There-

* Lifeguard Products, Ltd., London, England. Quoted from Perfumery & Essential Oil Record, August 1954, pp. 258-262 and September, 1954, pp. 298-302.

fore for preoperative work where sterility is essential, more than one wash with the soap would be required, to substitute for the 15 minute 'scrub up' of the surgeon.

"8. In spite of the arguments for and against both these compounds and it is hoped put forward in an unbiased manner for general assimilation other germicidal compounds have since found their way on to the market and these in turn have proved G 11 to be relatively ineffective."

Part II

"TO sum up the facts stated for and against each of these germicides stated in these two papers, it is necessary to see to what degree they satisfy the following conditions as outlined by Vinson.

"(a) The germicide for use in soap must be effective 'in vitro' at low concentration against both Gram+ve and Gram—ve organisms and fungi, especially skin pathogens. A high bacteriostatic index should also be shown by the antibacterial agent, as well as a bactricidal value. It should have a strong affinity for human skin, to act over a long period. The lower the concentration of material giving such a response—the more effective it is.

"(b) The soap and the germicide should be compatible. (See previous note on Coconut oil soap and D.C.M.X.). There should be no discolouration of the soap due to instability, and no loss in activity of the germicide as a result of soap processing or storage.

"(c) The response to the 'in vivo' test using the serial wash basin technique should show its effectiveness under actual conditions of use.

"(d) There should be no evidence of irritability or sensitization when the germicide is used at the normal concentration.

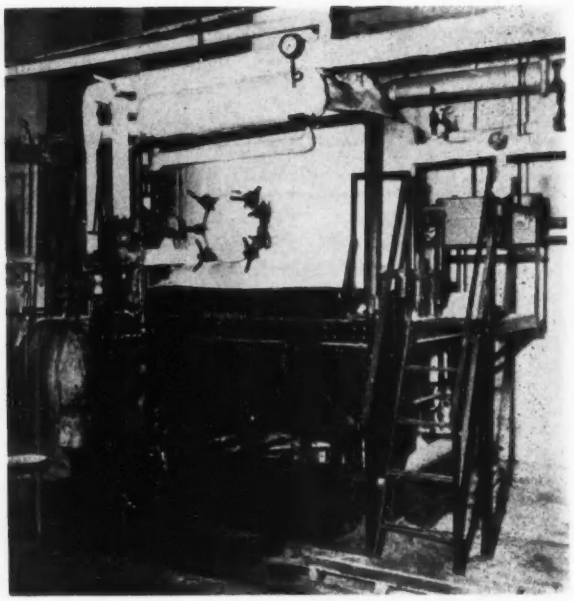
"(e) The material to be selected for use as a soap germicide should be cheap and easily obtainable.

"(f) The spectrum of activity of the soap germicide should be as wide as possible. In this way a therapeutic effect is obtained.

"Vinson claims that T.M.T.D. at a 1% level in soap, satisfies the above conditions.

"The author proposes to tabulate the claims made for each germicide and leave the decision regarding who is right in the controversy between DCMX and Hexachlorophene to the reader who can apply each participants' claim to see whether or not they satisfy the above conditions."

High vacuum distillation at the Kranich Soap Co. plant



Colgate Establishes Denver Toilet Articles District

Colgate-Palmolive Co. has established a new Denver Toilet Articles District and will open District Headquarters in the "Mile High" building in Denver.

Charles T. Hobgood, Cincinnati Toilet Articles District sales supervisor, has been named manager of the Denver district.

Colgate Opens Automatic Soap Warehouse in Jersey City

Colgate-Palmolive Co. has opened a "soap warehouse of tomorrow" in Jersey City, N. J. Said to embody the most advanced automatic principles, finished products arrive in the warehouse by means of an over-the-street conveyor from as far away as three blocks. The entire operation is handled by an electronic panel. The warehouse has direct access to truck, railroad and harbor facilities.

Mennen Co. Sponsors Business Outlook Forum Program

The second in a nationwide forum series on "The American Business Outlook," featuring company executives, was sponsored by the Mennen Co. of Morristown, N. J. The forum took place in New York City on Sunday, October 24, and was televised in the Metropolitan area on station WABD-TV.

Appearing on the program, along with other top executives, was William Mennen, Jr., executive vice-president of the Mennen Co.

Assn. of Consulting Chemists, Chemical Engineers Elections

The Assn. of Consulting Chemists and Chemical Engineers announced election of the following officers and councilors at its annual meeting on October 26:

Officers, for a one-year term: President, Charles Davidoff, consulting chemical engineer, New York City; vice-president, Lincoln T. Work, consulting chemical engineer, New York City; secretary, Elliot A. Haller, president, Haller Testing Labs., Inc.; treasurer, Percy E. Landolt, Landolt & Whitney, consulting chemical engineers.

Councilors, for 3-year terms: Austin W. Fisher, Arthur D. Little, Inc.; Sidney Lee, The Dallas Labs.; George H. Morse, Morse Labs.; A. Rooseboom, consulting chemist, New York City; Abraham Taub, consulting chemist, New York City.

The following councilors were held over: Foster Dee Snell, past president of the association, president, Foster D. Snell, Inc.; Harold Becher, chemical consultant, New York City; Wm. C. Bowden, Jr., Ledoux & Co., Inc.; Carl Bussow, A. W. Dow, Inc.; Reginald S. Dean, R. S. Dean Labs, Inc.; Harry W. Dippel, Stillwell & Gladding, Inc.; Eric J. Hewitt, vice-president, Evans Research & Development Corp.; Alvin C. Purdy, Bull & Roberts, Inc.; Henry L. Shuldener, Water Service Labs., Inc.; Robert Steckler, R. Steckler Labs.; and Earl D. Stewart, Schwartz Labs., Inc.

Mr. Hewitt was appointed by the Council to fill the unexpired term of Charles Davidoff, the new president.

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NEWS and EVENTS

Gillette Denies Hazel Bishop, Inc. Misrepresentation Charge

The Gillette Co. has denied a Hazel Bishop charge that the former's Toni division made false representations in order to acquire its trade and other secrets. The Bishop company has filed a $3,000,000 damage suit in the New York federal court, charging that Gillette pretended to negotiate purchase of the Bishop firm in order to acquire its formulas and trade secrets, leading to the introduction of Toni's Viv lipstick.

In its denial the Gillette Co. asserts that negotiations fell through because Bishop's owner, Raymond Spector, was unable to deliver all the shares of stock, and that they failed to agree on the price, and that Gillette had already been testing its lipstick while negotiations were underway.

New York Chapter of S.C.C. Names Committee Chairmen

The newly formed New York chapter of the Society of Cosmetic Chemists has appointed the following committee chairmen: Dr. Louis C. Barail, Publicity; Gabriel Barnett, Program; Dr. Paul G. I. Lauffer, By-Laws; Miss Hazel Bishop, Entertainment.

Meetings will be held monthly with speakers and programs of technical interest.

Society of Perfumers Hears About Perfumes and the Skin

A scholarly scientific lecture on Perfumes and the Skin by Dr. Emil G. Klarmann, vice president and manager of technical services, Lehn & Fink Products Corp., former president of the Society of Cosmetic Chemists and sixth medalist of the Society, was given at the October meeting of the American Society of Perfumers. The lecture was held in the Advertising Club following dinner with a record attendance for the year. Dr. Klarmann was introduced by Pierre Bouilette chairman of the program committee with his usual skill and humor.

East and West discuss business trends at a luncheon honoring John A. Ewald, head of Avon Products and president of the T.G.A. With him are J. A. Taylor (center), president, California Cosmetics Assn., and Russel Rooks (right), Avon vice-president.

Eric Bush President, Board Chairman of W. J. Bush & Co.

Eric Bush has been named president and chairman of the board at W. J. Bush & Co., Inc. following the death of president Richard Righton Webb.

Other appointments made are Richard D. Webb, as treasurer and chief executive officer for U.S. operations, as reported elsewhere in this issue, and Cecil W. Rice as secretary and director.

N. I. Malmstrom Decorated with Royal Order of Vasa

N. I. Malmstrom, Sr., founder of N. I. Malmstrom & Co., Brooklyn, N. Y., was decorated with the royal order of Vasa at a reception in the Swedish Consulate General, October 12. The decoration, awarded by the King of Sweden, was presented by Lennart Nylander, Consul General, in the presence of the family and friends of Mr. Malmstrom. The ceremony was followed by a dinner at the Press Box.

Cal. Cosmetic Assn. Honors John A. Ewald, TGA President

John A. Ewald, president of the Toilet Goods Assn., was honored at a recent luncheon reception sponsored by the California Cosmetic Assn. at the Terrace Room of the Town House in Los Angeles Cal. Approximately 100 members and guests of organization attended the occasion.

Head of Avon Products, Inc., Mr. Ewald was in Los Angeles for a series of executive meetings at the firm's West Coast plant, and made the principal luncheon address.

Davis Factor of Max Factor & Co. was chairman of the event. The speaker was introduced by J. A. Taylor, president of the organization.

Recent Developments in Field Viewed at Chicago SCC Meeting

"Recent Developments in the Cosmetic Field" were analyzed by Dr. Donald H. Powers, director of research at Warner-Hudnut, Inc. and president of the Society of Cosmetic Chemists, at a meeting of the Chicago Chapter of that organization on November 9.

The new officers for 1955 were installed during the meeting.

T.G.A. Scientific Section Program at Dec. 8 Meeting

The Scientific Section of the Toilet Goods Assn. will feature the following program at its meeting on Wednesday, December 8 at the Starlight Roof of the Waldorf-Astoria Hotel in New York City:

Practical Aspects of Suntan Formulations,
by I. R. Hollenberg, technical director, Knapp Products, Inc.

Acetylated Monoglycerides and Their Potential Use in Cosmetics,
by Everett G. McDonough and Walter W. Edman, Evans Research & Development Corp.

Dermal Sensitization
by Dr. Thomas W. Tusing, Hazleton Lab.

Inhibition of Dental Caries by Dentifrices—Laboratory Predications versus Clinical Results,
by Dr. R. S. Manly, Tufts College Dental School

Meterspray and Its Application in the Cosmetic and Pharmaceutical Fields,
by H. R. Shepherd, Vice-President in Charge of Research & Development, Connecticut Chemical Research Corp.

Effect of Estradiol or Methyltestosterone on the Skin and Hair Growth of Rats,
by Amos E. Light, Welcome Research Labs

The Mercaptan-Disulfide System in Permanent Waving—A New Mechanism and Its Practical Implications,
by Ross Whitman and Milton G. Eckstrom, Rayette, Inc.

The papers will be presented in the order listed.

The morning session, which opens at 9:30 A.M., will adjourn for luncheon, to be served at 12:30 P.M. The afternoon session starts at 2 P.M.

Better Relations with F.T.C., F.D.A. Predicted by Mayham

Members of the Essential Oil Assn. of the U.S.A. were gratified to learn from an address before that body by S. L. Mayham, executive vice-president of the Toilet Goods Assn., that a marked improvement in relations between the Food and Drug Administration and other regulatory bodies of the federal government, notably the Federal Trade Commission, is assured in the future. Mr. Mayham paid tribute to the new head of the Federal Trade Commission, Hon. George Larrick, an old friend of 30 years standing, as a realistic and sound thinker. Much of the address was off the record, but the incidents cited to support his remarks were well known to all present. Louis Gampert, president, was in the chair.

No Hearings on Revision of Trade Practice Rules

There will be no public hearing on the revision of the trade practice rules on December 11. The American Perfumer, in last month's issue, erroneously stated that such a hearing had been scheduled.

Dr. Emil Klarmann to Lecture to Dermatologists at NYU

Dr. Emil G. Klarmann, medalist and former president of the Society of Cosmetic Chemists, who is vice-president and manager of technical services for Lehn & Fink Inc., New York, has been appointed lecturer on cosmetic chemistry in the Department of Dermatology and Syphilology of the New York University Post-Graduate Medical School.

Hazel Bishop, Inc. Sues Lander Co. Over Patent

Hazel Bishop, Inc. has begun suit against the Lander Co., which distributes Elizabeth Post's Liquid Rouge, charging infringement of the Hazel Bishop lipstick.

Details of the firm's suit against the Gillette Co. appear on page 383.

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Does not discolor perfumes, creams, soaps, and other cosmetic preparations

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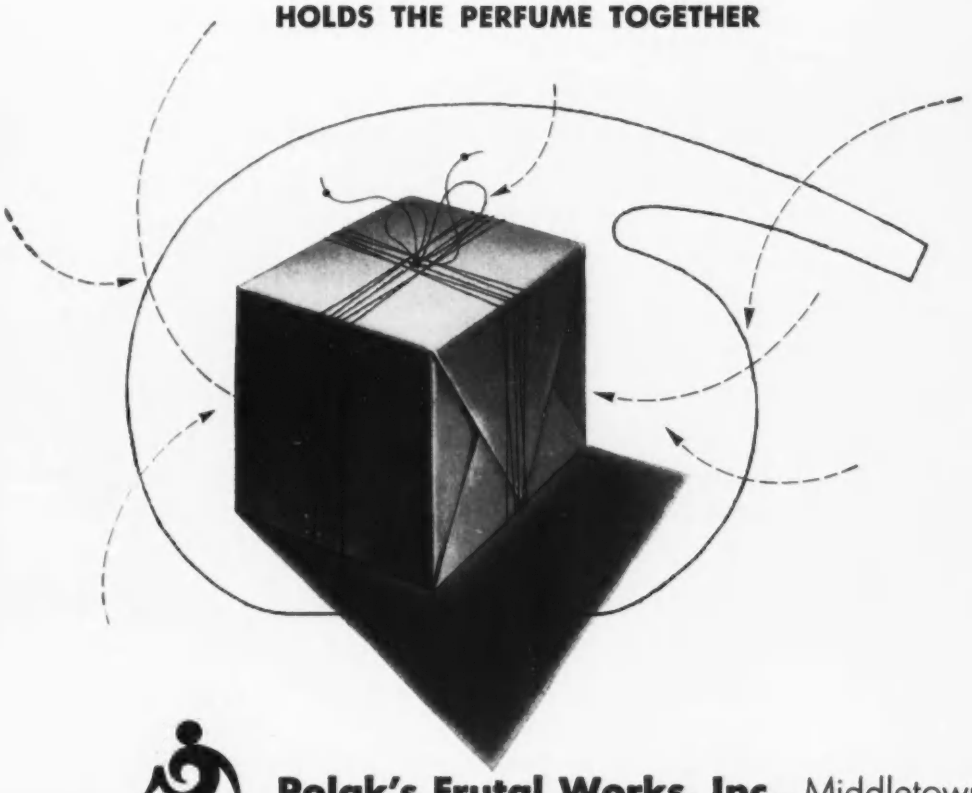

Polak's Frutal Works, Inc., Middletown, New York

*Domestic and Foreign Patents applied for.

Above: The Cosmetic Women's first luncheon meeting. Seated on the dais are from left to right: Miriam Gibson French of *McCall's* Magazine; Kay Fitzpatrick, of T.G.A.; Kay Colton, of Morningstar-Nicol, Inc.; S. L. Mayham, Executive Vice-President of T.G.A., guest speaker; Peg Burrow, of Oxzyn Co.; Clarice Mills Garland, of Colgate-Palmolive Co.; and Annabelle Farrell, of Emery Industries, Inc.

Cosmetic Career Women Hold First Luncheon-Meeting

The newly formed Cosmetic Career Women recently held its first luncheon-meeting at the Waldorf-Astoria Hotel. Nearly one hundred members and guests attended the luncheon.

Membership in the new organization is now approaching the one hundred mark.

S. L. Mayham, Executive Vice-President of The Toilet Goods Assn. was guest speaker at the initial affair. Mr. Mayham, after congratulating the Executive Committee and membership on the successful launching of the first all-women's organization in the cosmetic field, spoke of some of the problems of the industry in which he believed women in the industry should interest themselves. He was introduced by Miss Kay Colton, a member of the Executive Committee.

Miss Kay Fitzpatrick, also a member of the Executive Committee, opened the meeting with a discussion of the aims of Cosmetic Career Women, its organizational structure and the requirements for membership.

The initial Executive Committee has the following membership:

Representing manufacturers: Clarice Mills Garland, Colgate-Palmolive Co.; Peg Burrow, Oxzyn Co.

Representing suppliers: Kay Colton, Morningstar-Nicol, Inc.; Annabelle Farrell, Emery Industries, Inc.

Representing beauty press: Miriam Gibson French, of McCall's.

Representing a trade association in the field: Kay Fitzpatrick, T.G.A.

Peggy Sage Conducts Sales Training Sessions

A two-day training session for cosmetics salesgirls of three department stores was conducted last month by Ruth Bobbitt, promotion director, and Evelyn Kindler, sales manager of Peggy Sage.

The sales training program was held for the salesgirls of S. S. Pierce, Filene's and Jordan Marsh: meetings, including luncheons, took place in the Parker House.

St. Louis College Pharmacy Students Tour Plants

Plants of the Monsanto Chemical Co. and Merrell Lab., makers of Dorothy Perkins Cosmetics, have been visited by graduate students in Industrial Pharmacy at the St. Louis College of Pharmacy and Allied Sciences. The course is conducted by C. Lee Huyck, professor of Industrial Pharmacy.

Among other visits scheduled are trips to the Lambert Pharmacal Co., on February 18, Owens-Illinois Glass Co., on March 18, and Parke Davis Co. in Detroit on May 8.

Credit Men's Group Starts Monthly Discussion Forums

The Educational Committee of the Drug, Cosmetic and Chemical Credit Men's Assn. offered the first in a series of monthly discussion forums and speakers at last month's regular meeting. Subject of the discussion was "Selling Insolvent Accounts."

Mennen Co. Announces New Wholesale-Resale Prices

The Mennen Co. of Morristown, N. J., announces a new wholesale-resale price schedule, establishing wholesale-resale prices on Mennen products under Fair Trade sales agreement.

The new program simplifies the pricing schedule and designates the following discounts:

1. On purchase of 1 dozen quantities of any one product or size, the wholesaler gives 5% off wholesale list, inclusive of cash discount.
2. On purchases of 6 dozen quantities—one item or assorted items in minimum quantity requirements—the wholesaler gives 10% off wholesale list inclusive of cash discount.

Avon Products, Inc. Dissolves Hinze Ambrosia Subsidiary

Avon Products Inc., has sold one of the oldest houses in its organization. It dissolved Hinze Ambrosia, a subsidiary for a quarter of a century. Rights to manufacture the product were sold to Rollash Corp., Brooklyn, N. Y., manufacturers of eyelash curlers.

Tombarel Products Corp. to Move to New New York Quarters

Tombarel Products Corporation, importers of raw materials for perfumes and manufacturers of bases and specialties for perfumes, soaps and cosmetics, will move in November to new quarters at 725 Broadway, New York 3, N. Y.

British Supermarkets Battle Price Maintenance

British self-service stores and supermarkets are in the fore of a movement in Great Britain to defeat the price maintenance policy of the Proprietary Articles Trade Assn., which maintains price controls on soaps, toiletries, cosmetics and similar articles. The retail trade claims that price maintenance defeats the demand for lower living costs and that the economies of their systems would permit price shading; the P.A.T.A. maintains that price control is an essential factor of stability of operation.

Chicago Group Hears Report on Germany

"Germany in the Shadow of the Iron Curtain" was the topic of Russell Wright, speaker at the regular monthly meeting of the Chicago Perfumery, Soap and Extract Assn. on October 14 at the Graemere Hotel.

Lamson Scovill hands Mlle. Genevieve de Galard-Terraube, "The Angel of Dien Bien Phu," a set of thirteen solid gold buttons which have been struck from the same dies used for the "bon voyage" gift made by his great-grandfather of the same name to General Lafayette in New York in 1825.

Scovill Presents Dien Bien Phu Heroine with Gold Buttons

Presentation of a set of 13 solid gold buttons, exact duplicate of a "bon voyage" gift designed for General Lafayette in 1825, made from the original Scovill dies, was presented to the Republic of France through Mlle. Genevieve de Galard-Terraube, "The Angel of Dien Bien Phu," prior to her return home. Lamson Scovill made the presentation on behalf of the Scovill Mfg. Co.

British S.C.C. Hears Talk on Tube Metals, Coatings

A lecture on tube metals, protective internal coatings and seepage by George E. Holmes, M. A. (Cantab:) A.R.I.C. was featured at the October 22 meeting of the Society of Cosmetic Chemists of Great Britain.

Other lectures that have been scheduled are:

"The Merchandise Marks Act" by R. L. Lloyd, on November 22.

"The Penetration of Fatty Matter into Skin" by K. G. A. Pankhurst, B.Sc., Ph.D., on December 20.

"Waxes" by L. Ivanosvszky, D.Sc., F.R.I.C., M.I., Chem. E., F. Inst. Pet., on January 14, 1955.

Film, taken in the Grasse region, and showing floral cultivation and subsequent treatment and distillation, will be shown on February 11.

"White Oils" by H. Paton, A.I.C.S., A.M. Inst. Pet., on March 11.

All lectures, with the exception of the one by Mr. Lloyd on November 22, take place at the Royal Society of Tropical Medicine & Hygiene, Manson House, 26 Portland Place, London, W.1, and commence at 7 P.M. Mr. Lloyd's lecture will take place at St. Ermin's Hotel, Caxton St., London, S.W.1, also commencing at 7 P.M. Members and non-members alike may attend the lectures.

The annual dinner-dance has been booked for January 28, 1955 at the Cafe Royal, Regent St., London, W.1.

Swiss Device Said to Spread Odor to Match Film Scene

A device to spread perfume through a theatre to match a motion picture scene, called "Scentovision," is reported to have been invented in Switzerland.

Mich. Chemical, Allied Industries Assn. Old Timers' Night

It was "Old Timers' Nite" at the October 25 meeting of the Chemical and Allied Industries Assn. of Michigan. The meeting was held in honor of past presidents, and was marked by announcement of the new slate of officers nominated for the coming year.

Fragrance Foundation Presents Program for Retail Chain

"How to Merchandise and Promote Fragrance Products" was the topic of a talk by Mrs. Kay Jamesson, executive director of the Fragrance Foundation, to an audience of nearly one-hundred toilet goods buyers and store managers of the Belk Buying Stores at the concern's annual sales meeting in Charlotte, N. C. The half-day program was devoted entirely to the discussion of fragrance products promotion.

Frazer V. Sinclair, of *Beauty Fashion*, guest speaker, spoke on "The Whole World Contributes to the Making of Perfume," dealing with the sources of perfume ingredients. He illustrated his point with two 15-minute color films.

A half-day's program was entirely devoted to the discussion of the promotion of fragrance products at the annual sales meeting of Belk Buying Stores. Shown left to right are Mrs. Kay Jamesson, Executive Director of The Fragrance Foundation and speaker at the meeting; Dr. Robert Prindle, Lehn and Fink; Miss Jean Castleberry, Beauty Consultant for Revlon Products; Eli Davidson, N.C. sales representative for Revlon Products; Miss Bernice Magruder, sales representative for Helena Rubinstein, and Frazer V. Sinclair of *Beauty Fashion* Magazine, also a speaker.

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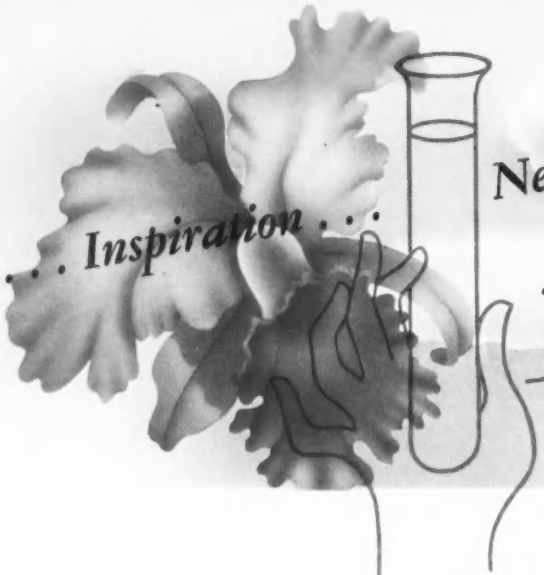

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Richard D. Webb Named Treasurer of W. J. Bush & Co.

Richard D. Webb has been appointed treasurer of W. J. Bush & Co., Inc. of New York City, distillers of essential oils. He succeeds his father, the late Richard Righton Webb, with whom he was closely associated in the conduct of the business during the past five years.

Richard D. Webb

Mr. Webb, a graduate of Duke University, is a great-grandson of the founder of W. J. Bush & Co., established in London, England, in 1851.

D&O Establishes Award for Meat Packing Industry

Dodge & Olcott, Inc., 156 year-old essential oil, flavor and perfume base house, has established a special "Achievement Award" to promote research and contribute toward product improvement and development through the meat packing industry.

Initial announcement of the establishment of the new award was made during the program of the American Meat Institute Convention in Chicago by Hatton B. Rogers, Director of the D & O Dry Solubles Division. To be presented annually, the award consists of $1,000 and a gold medal. It will be granted, without regard to age, sex or nationality, to the person who, in the opinion of the judges, has been responsible during the award year for the most outstanding achievement contributing to the growth and general welfare of the meat packing industry as a whole . . . whether in the fields of scientific research, operating or engineering.

Selection of recipient will be made by a panel of six judges, all recommended by the American Meat Institute, and representing the general fields of research, operating and engineering.

The first award year will run from October, 1954 to June 1, 1955; on the last date nominations for the year will be closed. Presentation of the award will be made each year during the annual convention of the American Meat Institute.

Atlas Powder Co. Opens Ontario Esterification Plant

The Atlas Powder Co.'s new esterification plant in Brantford, Ont., Canada, is now in operation, according to F. E. Sterne, managing director of Atlas Powder Co., Canada, Ltd.

The new plant is producing Atmul 82, a mono- and di-glyceride food emulsifier, and has facilities to produce the ester type emulsifiers used by the cosmetic, pharmaceutical, textile, insecticide, cleaning and polishing industries and in the mining and petroleum fields.

A second major unit is now under construction in Memphis, Tenn.

Synarome Corp. of America Now Represents Synarome of France

Long recognized by the inner circle of top-flight perfumers as a talented and creative speciality house, the French firm of Synarome, Asnieres, Seine, France, is now represented in the United States and Canada by American Aromatics, Inc.

Operating under the name, Synarome Corp. of America, the company is headed by Rene H. Bourguet, also president of American Aromatics.

The sales effort of Synarome Corp. is being directed toward introducing to American perfumery the Synarome techniques of developing high fashion perfumes. These techniques result the company states in the much prized "French finish," traditionally the hallmark of fine Parisian creations.

Adds Scent to 3-D Stereo Viewer

A fourth dimension, scent, has been added to its 3D stereo viewer by the Taylor-Merchant Corp. The scent, which is impressed into the cardboard of the viewer, can be made to match a wide variety of products, from pine, for a hotel, to coffee.

Sapery to Handle Sales for Augusta Plastics Inc.

Augusta Plastics, Inc., which was recently formed in New York City to specialize in custom injection molding and packaging, announces that all sales will be handled by the Stanley Sapery Co. Officers of Augusta Plastics Inc. are: Arthur S. Jacobs, president and Joseph J. Eder, vice president. Both have had experience in the plastics field for years.

Lloyd Osipow of F. D. Snell Teaches Surface Chemistry

Lloyd Osipow, director of the surface chemistry department of Foster D. Snell, Inc., consulting chemists and engineers, is conducting a course in surface chemistry at the Polytechnic Institute of Brooklyn.

The course includes a review of modern theories concerning the nature of surfaces, properties of surface films, and the behavior and commercial applications of surface active agents.

International Perfumes Shown at Singapore Trade Fair

A recent Singapore, Malaya, trade fair attracted a record crowd of 270,000 persons. French, Dutch, British and German perfumes were displayed.

An exhibit at a Singapore trade fair

1. Fine perfumery naturally was the subject of the pre-banquet discussion of P. C. Parchois, S. J. J. Lakhovsky, A. H. Thieblemont, P. I. Croquez, R. L. Goldemberg and Adolphe Barere.
2. Basil Pegushin, P. C. Parchois, Dr. Ernest Shiftan, Henry van Ameringen and Leon Hardy pause for welcome from the chairman.
3. Marcel Fleury explains a technical point to Camille Bourguet.
4. Philip Chaleyer enjoys a joke with Gerald Bessinger.
5. Adrian Pellence, Marcel Fleury, Arnold L. van Ameringen and Roger Philippin snapped just before the banquet.
6. Rene Bourguet, George Cadgene enjoy a well told story by Dr. Paul Muhlethaler while Paul Adams drinks a toast.
7. Marques d'Elroza and Niel C. Neustrup enjoy cocktails.
8. Maurice Couderchet sings a ditty played by Leon Hardy.
9. Magic on the piano by John Lamusse intrigues Raoul L'Huillier.
10. Fernand Gallais and J. W. Solomon all ready for the banquet.
11. Alphonse Pillet, Albert Stasse and Walter Lengsfelder are distracted by a passing waitress.

Left: Patrick C. Mitchell, Raoul Pantaleoni and Jean Bear admire the "decoration" at Le Tramer. *Right:* John Andre, Louis Appell, Jacques Masson, Adolphe Barere and A. Mallegol appear to be lost in a serious discussion at the banquet; but appearances are sometimes deceiving.

Diner des Technicians de Langue Francaise de la Parfumerie

Informal good fellowship marked the dinner of the Technicians de Langue Francaise de la Parfumerie at the first dinner meeting of the Autumn season October 11 at the Le Tramer restaurant.

A large gathering was present and the affair proved to be unusualy enjoyable with a cocktail reception and the usual well prepared dinner.

250,000 Shares of Hazel Bishop Stock Marketed

250,000 shares of Hazel Bishop, Inc. 10 cents par value common stock priced at $8 per share are currently offered publicly by a group of underwriters headed by Hayden, Stone & Co.

Proceeds from the sale of 150,000 shares will be used by the cosmetics company for general corporate purposes. Proceeds from the remaining 100,000 shares will accrue to Raymond Spector, chairman of the board of Hazel Bishop, who is selling the shares.

Bishop Earns $605,055 in 9-month Period

Hazel Bishop net earnings, after taxes, for the nine-month period ending July 31, was $605,005 against $607,965 for all of last year, according to Raymond Spector, chairman of the board.

Since 1950 the company has expended over $12,000,000 for advertising, and today its lipstick is doing over 25 per cent of the total U. S. dollar volume, Mr. Spector stated, and its Complexion Glow is doing over 50 per cent of all rouge business.

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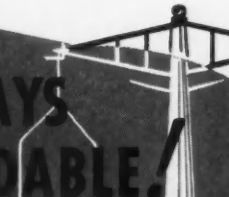

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Available in a wide selection of types, each one refined to definite standards of strength and uniformity, SeaKem Stabilizers are easy and efficient to use — powder in form, colorless to light buff in shade, highly odor-free, readily miscible, compatible with most other additives and modifiers.

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Can the unique emollient and demulcent properties of "Colloids Out of the Sea" give your product new or added appeal? Are they the key to a more effective solution of your stabilizing problems? Send today for laboratory working samples. If possible, include in your letter some information about the problem — in complete confidence, of course — so that you may receive the type SeaKem Stabilizer best suited to your needs. Write today. SEAPLANT CHEMICAL CORPORATION, 63 DAVID STREET, NEW BEDFORD, MASSACHUSETTS.

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PENNSYLVANIA REFINING COMPANY

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Two new directors have been elected: Samuel Ungerleider, partner of the New York Stock Exchange firm bearing his name, and Morris Forgash, president and director of the U. S. Freight Co., Inc., Universal Carloading and Distributing Co., Inc. and various other transportation interests.

Firm to Offer Aerosol Spray Scents to Match Products

Scents or aromas of fresh or cooked foods and other products, chemically made to match the product, will be supplied in aerosol spray cans by a newly formed company, Scent-O-Matic Corp., 545 Pearl St., New York. Intended for use at point-of-purchase, an automatic dispenser sprays the scents at regular intervals.

The firm designs and produces complete "promotion packages" for national merchandising in retail outlets.

Product "scents" already perfected are said to include chocolate, vanilla, coffee, peppermint, spearmint, banana, grape, lemon, licorice, hickory barbecue, fresh bread, tobacco and several others. The company claims it can duplicate chemically practically any scent. All Scent-O-Matic products are non-toxic, non-combustible, non-flammable. They are available also for large public areas and industrial applications.

Officers and directors of the new corporation are Edward K. Whitmore, President, Henry Bischoff, Vice President, Lee M. Butler, Vice President of sales, and A. H. Meyer, secretary.

Among Our Friends

PHILIP PETLEY, managing director of P. T. Petley & Co. Ltd., London, England, announces that his firm has been appointed sole representative for the United Kingdom of Fritzsche Brothers, Inc., New York, N. Y.

Philip Petley

ELSA SCHIAPARELLI is in the United States to promote sale of her autobiography, "Shocking Life."

CHARLES E. HANDSAKER has been appointed vice-president and general manager of Synarome Corp. of America, New York, N. Y. Mr. Handsaker has had the varied business experience enabling him to serve this industry with consideration and understanding. BENJAMIN YOUNG, who has been associated with the essential

C. E. Handsaker; B. J. Young

oil industry for three years, has joined the sales staff of Synarome Corp. of America, a division of American Aromatics, Inc., New York, N. Y.

HATTON B. ROGERS, formerly Director of Technical Service for the

M. A. Phelan; H. B. Rogers

Huron Milling Co., has joined the executive staff of Dodge & Olcott, Inc., where he has been appointed Director of the Dry Solubles Division. MATTHEW A. PHELAN has joined the sales staff of the company's Philadelphia branch office.

PIERRE PARCHOIS has rejoined Coty, Inc. as a perfumer.

RICHARD LIVINGSTON has been appointed sales manager of Dorothy Gray, Ltd. For the past five years he had been assistant sales manager to JAMES BOOHECKER, who recently was advanced to the newly-created post of general manager.

RICHARD SALOMON, of Charles of the Ritz, chairman of the Drugs and

Richard Salomon

Cosmetics Division of the Federation of Jewish Philanthropies, will lead the intensive campaign of the industry in behalf of the Federation.

ALBERT PRATT, formerly with the Pepsodent Div. of Lever Bros., EMERY ROBERTS, from Helene Curtis Industries, and JANET BUHRKE, recently with the analytical department of the American Can Co., have been appointed as chemists to the staff of Lady Esther, division of Zonite Products, Inc. They will work on the development of new products.

LESTER A. SAUERS, general sales manager, has been elected vice-president of Consolidated Royal Chemical Corp. and Liquinet Corp. Mr. Sauers, who will continue as general sales manager, joined Consolidated Royal and Liquinet in June, 1954. He had been previously with Helene Curtis Industries, Inc. and Lever Brothers.

GEORGE H. McGLYNN, vice-president and treasurer of Magnus, Mabee & Reynard, Inc., was appointed a member of the Executive Committee of the Drug, Chemical and Allied Trades Section of the New York Board of Trade at the recent meeting of the Section at Pocono Manor, Mount Pocono, Pa.

GEN. WALTER BEDELL SMITH, who recently retired as Under Secretary of State, has been elected vice-chairman of the board of directors of American Machine & Foundry Co.

GRAHAM SALMOND, managing director of Salmond and Spraggon, Ltd., Max Factor distributors in New Zealand, spent a week in Hollywood with Max Factor executives on the last lap of a six months' tour of England, France, Italy, Switzerland, Belgium, Holland, and the Eastern part of Canada.

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CHARLES T. LIPSCOMB, president of the Pepsodent Division of the Lever Bros. Co., has been elected president and director of the J. B. Williams Co. MILTON C. MUMFORD, a vice-president who joined Lever Bros. Co. a few months ago, has been made temporary head of the Pepsodent Division.

R. K. MEFFEN has been named general sales manager of Lentheric.

H. GREGORY THOMAS, president of Chanel, has accepted the chairmanship of the Cosmetics Committee of the New York Arthritis and Rheumatism Foundation's $500,000 Development Fund Drive for 1954-55.

H. SCHOUTEN, Deputy Manager and head of the Flavours Department at N. V. Chemische Fabriek "Naarden," Holland, completed 25 years in service of the firm on October 1. B. SPANJERSBERG and DR. van DORP paid tribute to him at a festive gathering held in his honor.

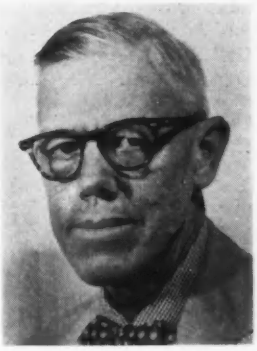
YUKIO WATANABE and MRS. SADAKO KADOYA, staff members of Max Factor's Tokyo branch, were among those who perished in Japan's recent Toya Maru ferry disaster. Another casualty, as reported in last month's issue of The American Perfumer, was Max Factor's Far East division manager, THOMAS M. WEST.

F. RILEY has been named Hon. Secretary of the Society of Cosmetic Chemists of Great Britain. S. J. PALLING had resigned from the office to take a post in Eire.

JACQUES d'AIGREMONT, executive vice-president of Roure-Dupont, Inc., recently returned from a three-months' business and pleasure trip throughout Europe. He covered areas responsible for the supply of many of the firm's important raw materials.

Jacques d'Aigremont

WARREN B. THOMPSON, formerly with E. I. Du Pont de Nemours



Warren B. Thompson

& Co., has been named sales representative for the Middle Atlantic States by Rhodia, Inc., with headquarters in Philadelphia.

DR. ALBERT J. PLUMBER, Director of Pharmacology at CIBA Pharmaceutical Products, Inc., Summit, N. J., has been asked to serve again this academic year as "Lecturer in Pharmacology" at Boston University.

HAROLD LES, of Revlon, Inc., and MRS. LES announce the birth of a baby.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) showing the ownership, management, and circulation of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, published monthly at Bristol, Conn. for October 1, 1954.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, J. H. Moore, Jr., 48 West 38th St., New York 18, N. Y. Editor, William Lambert, 48 West 38th St., New York 18, N. Y. Managing editor, None. Business manager Lucian Neff, 48 West 38th St., New York 18, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Moore Publishing Co., Inc., 48 West 38th St., New York 18, N. Y.; J. H. Moore, 48 West 38th St., New York 18, N. Y. (Majority and controlling stockholder); J. H. Moore, Jr., 48 West 38th St., New York 18, N. Y.; Gertrude A. Moore, Indian Head Point Road, Riverside, Conn.; Richard T. Moore, Indian Head Point Road, Riverside, Conn.; Dorothy J. Benson, Oak and Spruce Street, Pine Lakes, N. J.; H. O. Andrew, 48 West 38th Street, New York 18, N. Y.; M. M. MacCollum, 48 West 38th Street, New York 18, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

J. H. MOORE, Jr.
(Signature of publisher)

Sworn to and subscribed before me this 17th day of September, 1954.
[SEAL] ANNA L. HARTMANN.

(My commission expires March 30, 1955)

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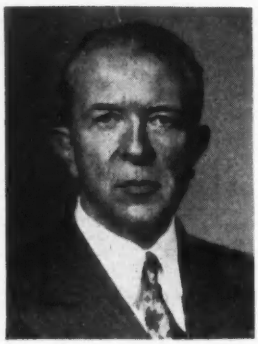
JOSEPH BAIRD MAGNUS, vice-president of Magnus, Mabee & Reynard, Inc., recently addressed a combined meeting of the Longhorn Pharmaceutical Assn. and the University of Texas College of Pharmacy on the subject: "Essential Oils: Their Uses from the Cradle to the Grave."

Obituary

Richard Righton Webb

Richard Righton Webb, president of W. J. Bush & Co. Inc., New York, and a director of the parent organization W. J. Bush Ltd., London, England, as well as W. J. Bush (Canada) Ltd. died in the West Park Hospital in New York October 7 at the age of 60 years.

Mr. Webb, who was a grandson of the founder of the company was born in London. After completing his education and also after service in World War I, Mr. Webb joined the parent company in London in 1921 and came to W. J. Bush & Co. Inc. in the United States in 1923. He was made secretary in 1929; in 1940 he was made director and treasurer of W. J. Bush & Co. Inc. Early this year he was elected president of the American company which operates a branch factory in National City, Calif. In 1942 he was elected a



Richard Righton Webb

director of the parent company and also of the Canadian company.

Mr. Webb resided in Den Road, Stamford, Conn. He is survived by his wife Mrs. Lydia Webb, his son Richard D. Webb and four sisters who reside in England.

Mr. Webb was very well known through the essential oil industry not only in the United States but also abroad and enjoyed the high regard and respect of all with whom he came in contact for his character and high principles upon which he conducted business.

A. Van Rooyen

A. Van Rooyen, managing director of Blok, Van Rooyen & Co. Pty. Ltd., died suddenly at the age of 46. The company is the Australian representative of Polka & Schwarz, Inc.

Mr. Van Rooyen had been connected with the essence, perfume and essential oil trade in Australia and New Zealand since his arrival in the latter in 1926. He was a noted figure in trade circles in London and Europe as well as in the U. S.

Beaver-Ross Pty. Ltd. and Blok, Van Rooyen & Co. will continue to operate under the management of the chairman of the board of directors, Leo A. Blok.

Beatrice Krone

Beatrice Krone, wife of Robert Krone, head of Fritzsche Brothers' Flavor Sales Division, has died.

Both Mr. and Mrs. Krone participated actively for many years in the affairs of the Flavoring Extract Mfrs. Assn. on whose Convention Committee Mr. Krone had served as chairman for the past two years. Though ill at the time, Mrs. Krone attended the last spring meeting of the association.

She is survived by two daughters and a son, in addition to her husband.

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Market Report

Raw Materials Prices Climbing

THE upward price trend that developed in raw materials a few months ago carried some items to new high levels for the year. Peppermint oil was featured by a sharp advance over the past month and substantial increases were noted in several floral oils, namely lavender, geranium and lavandin. Following a slight dip, native lemongrass oil moved into new high ground as the result of an overnight rise in shipping prices from the primary center.

Other articles scoring gains included both the technical and NF., grades of anethol, aubepine, citral, carvol, geraniol, and geranyl esters.

Active Market

The hardening price trend was accompanied by a brisk demand. The activity was attributed to several factors including the threatened tie-up in the trucking industry, increased speculative activity and a seasonal broadening in the call for many items that go into medicated confections, toiletries, perfumes, properties and pharmaceuticals.

Rosin prices scored a series of advances over the past month by reason of a generally strong statistical position in the market and among the vegetable waxes, carnauba turned firmer for the first time in several months.

Some dealers appeared highly concerned over the rise in lavender oil prices. Shipping prices from France were almost doubled.

The sharply higher prices for peppermint oil were attributed to the low quality of this years crop and the appearance of a rather substantial export demand for the article. The crop was said to be short of high test material which is necessary for blending. Spearmint failed to show any wide fluctuations but toward the close of last month the article turned more active on reports to the effect that some consumers would probably switch from peppermint to spearmint because of price. The two oils are very popular especially in the confectionery trade which is currently busy building up stocks for the year end holiday season.

Anethol which meets the requirements of the National Formulary has been gradually edging upward in price reflecting the exceedingly tight supply of technical material. Because of the continued shortage of anise oil which normally comes from China, industry is almost entirely dependent upon anethol. Production of anethol is running at full capacity, but nevertheless makers are pressed to keeping abreast of overall requirements.

Glycerin Strong

With glycerin stocks having recently fallen to below 50 million pounds, and a seasonal upturn in consumption, the market as a whole is featured by a strong tone. The Argentine has been looking for bids on 700 tons of crude glycerin which was reported available for export out of that country. Normally the Argentine produces about 300 tons of crude glycerin a month. The greater portion of this years output in that country has been exported to countries other than the United States. Pharmaceutical manufacturers normally step up their purchases of refined glycerin at this time of the year.

Several of the floral oils have felt the increased demands for perfume compounds to be used in finished goods for the Christmas holiday trade. Sales of lanoline have likewise been increasing with prices holding steady to firm.

Based on data completed by the Taiwan Citronella Oil Assn., total exports of citronella oil from Formosa to the United States during the period January to July amounted to about 2,800 drums, about two thirds as much as that exported to the United States during the same period last year. The supply available for the remainder of the year is estimated at approximately 2,500 drums which is barely sufficient to meet estimated requirements of the New York market, not to mention probable demands from Europe and other parts of the world.

The hardening trend in rosin prices has been attributed to several factors. Heavy demands, especially for export, have reduced available supplies of wood rosins while the gum rosin industry is now going into the non-producing months of the year. Export sales of gum rosin have also been running in large volume. Some trade factors point out that they would not be surprised to see further advances in rosins over the closing months of the year. A minimum advance of 50 cents per cwt. is anticipated in the pale grades.

Aromatic Substitutes

The continuous rise in the cost of certain oils used in the manufacture of aromatic chemicals to what some makers term as "ridiculously high levels" has created a great deal of attention to the possibilities of producing certain aromatics from other basic materials. Availability of an improved technical grade of myrcene, a chemical used chiefly in the manufacture of perfume and industrial aromatics, was announced by the Naval Stores Division of The Glidden Co. The new terpene product is said to be closely related chemically to geraniol, nerol and certain other alcohols found in various essential oils used in the perfume industry.

Prices for Brazilian menthol lost some ground early last month despite the generally firm tone in the world market. Unsold stocks of Brazilian menthol have been considered light. Because of a disappointing consumer demand for the article some holders appeared willing to shade prices in an effort to move their holdings. Chinese menthol which had been selling in European markets at below $4 a pound advanced sharply to over $7 according to reports reaching here. Any further rise in Chinese menthol would tend to create renewed interest by European buyers in material from Brazil.

SELECTED BOOKLIST

for Perfume, Cosmetic, Soap and Flavor Chemists

1. THE HANDBOOK OF SOLVENTS.

By Leopold Scheflan and Morris Jacobs. The most useful reference work on solvents available today. The properties, uses, action and technology of solvents are covered in this comprehensive handbook. Two major sections: 1. Covers theoretical aspects and practical attributes of solvents such as solvent action, solvent power, evaporation and evaporation rates and limits of inflammability. Discusses in detail solvent recovery, stresses safe practices; 2. The physical constants of over 2,700 liquid compounds are tabulated. Arrangement such that you can compare, at a glance, the so-called literature constants with the commercial constants of each solvent. 728 pp., 7 x 10, 17 illus. $10.25 postpaid.

2. SOAPS AND DETERGENTS.

By E. G. Thomssen, Ph.D. and J. W. McCutcheon, M.A., D.C.I.C. A volume for the practical soap maker. Synthetic detergents thoroughly discussed. Tabulates 250 surface active agents, their classification, trade names, manufacturers and application in the soap industry. Covers continuous soap making processes, soap perfuming and coloring, equipment, processes and methods. Up-to-date, authoritative. 511 pp., 66 illus. $9.25 postpaid.

3. THE FUNDAMENTALS OF DETERGENCY.

By William W. Niven, Jr., Research Chemist & Consultant, Midwest Research Institute. A thorough-going treatment of the theory and practical applications of detergency. Discusses: 1. The effects of composition, concentration, temperature and added electrolytes on the nature and properties of aqueous detergent solutions; 2. The fundamental actions which constitute detergency and the role of detergents in aiding these actions; 3. The means of utilizing the various fundamental detergent actions in laundering (a typical application). 260 pp., illustrated. $6.75 postpaid.

4. MANUAL FOR THE ESSENCE INDUSTRY.

By Erich Walter. Comprises modern methods with formulas for making all kinds of essences for liquors and alcoholic drinks, fruit juices and jams, mineral waters, essences of fruits and other vegetable raw materials, essences for confectionery and pastry. Describes raw materials and laboratory practice. Discusses taste and the transfer of flavor to foods and beverages. A standard work for many years. Contains 427 pages, 37 illustrations. $8.25 postpaid.

5. PERFUMERY SYNTHETICS AND ISOLATES.

By Paul Z. Bedoukian, Ph.D. This carefully compiled volume supplies a genuinely felt want for authoritative data on perfumery synthetics. The work contains the history, chemistry, physical and chemical properties, manufacture, uses, and other pertinent data of the principal perfumery compounds; and covers the important perfumery synthetics. A complete index adds to the value of this useful book. 488 pages, $8.75 postpaid.

6. FORMULARY OF PERFUMERY.

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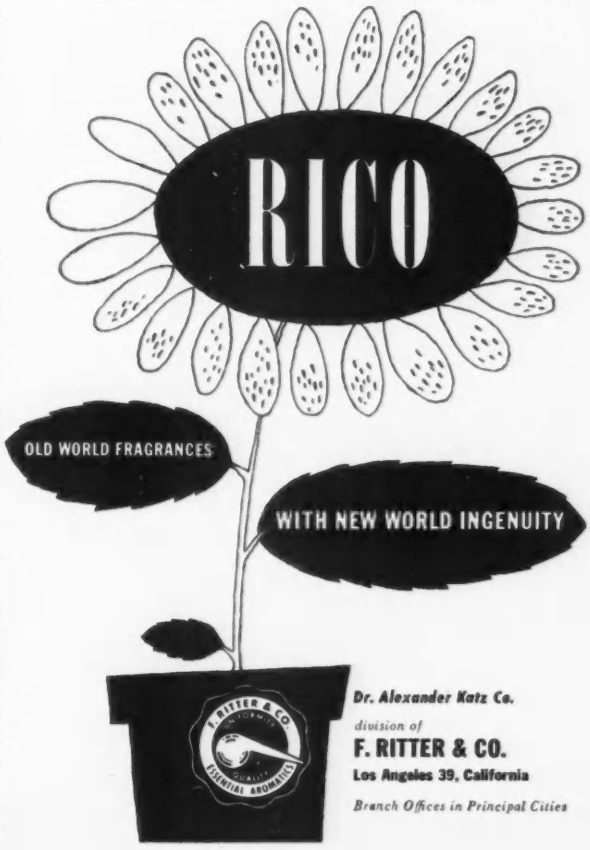

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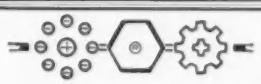

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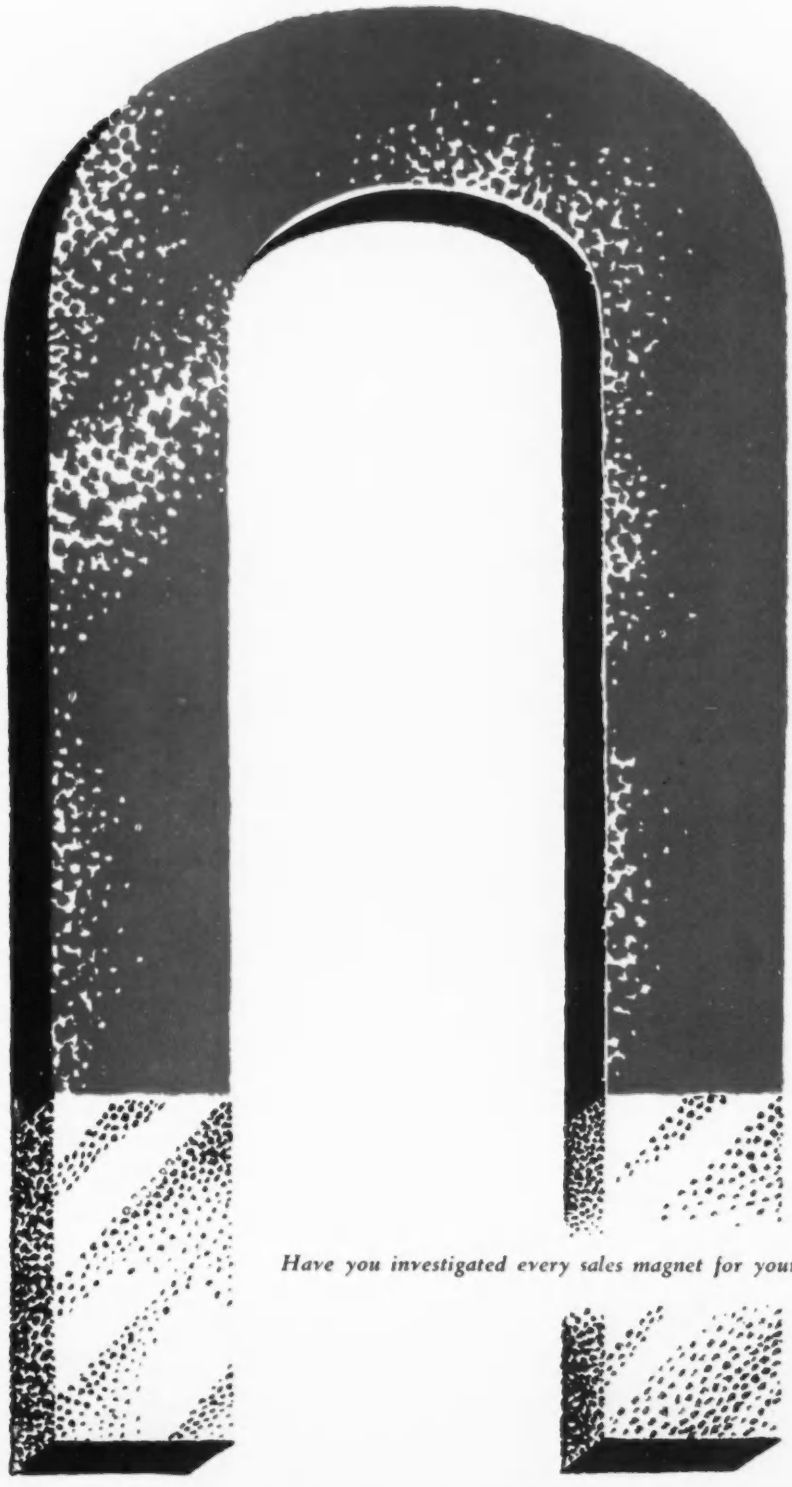

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